



## VIRAL CHANGE

LEANDRO HERRERO

Out now £19.95 (approx. €28)

Subtitled "The alternative to slow, painful and unsuccessful management of change in organizations", psychiatrist and businessman Leandro Herrero's new book takes a fresh approach to well established business challenges.

It is clear that Herrero wants to project an image of new thinking, with his squiggly lines and hash symbols used as bullet points, and while the squiggles can grate at first, as the book continues it begins to look more like the rough working out of a solution – part book, part jotting pad crammed with ideas.

In Herrero's vision, change management is about influence rather than authority, and creating "an internal epidemic of success". Throughout Herrero is keen to emphasise that he is not attempting to take the conventional approach to business change, but rather is interested in working with what an organisation is and how it behaves.

Wide-ranging and engaging, it makes for an interesting and absorbing read.

velocity

May issue - 2007