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This book is a follow-up to Leading Change. It illustrates Kotter's change theory (see next paragraph) with real stories. Main finding of The Heart of Change: the central issue is never strategy, structure, culture, or systems - core of the matter is always about changing behavior or people which happens mostly by speaking to their feelings. Highly successful change efforts follow a seeing-feeling-changing pattern.

The Heart of Change: Real-Life Stories of How People ...

DOI: 10.5860/choice.40-1642 Corpus ID: 145565951. The Heart of Change: Real-Life Stories of How People Change Their Organizations @inproceedings{Kotter2002TheHO, title={The Heart of Change: Real-Life Stories of How People Change Their Organizations}, author={J. Kotter and Dan S. Cohen}, year={2002} }

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Building off of Kotter's revolutionary eight-step process, this book vividly illustrates how large-scale change can work. With real-life stories of people in organizations, the authors show how teams and individuals get motivated and activated to overcome obstacles to change--and produce spectacular results.

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The Heart of Change Real-Life Stories of How People Change Their Organizations. In The Heart of Change, John P. Kotter and Dan S. Cohen argue that successful large-scale organizational change happens in eight stages, and show how the central challenge in all eight stages is not strategy, systems or culture but changing people's behavior. People change what they do less because they are given analysis that shifts their thinking than because they are shown a truth that influences their feelings.

The Heart of Change Real-Life Stories of How People Change ...

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The heart of change: real-life stories of how people change their organizations. Boston, Mass.: Harvard Business Review Press. Chicago / Turabian - Author Date Citation (style guide) Kotter, John P., 1947- and Dan S. Cohen. 2012. The Heart of Change: Real-life Stories of How People Change

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Their Organizations. Boston, Mass.: Harvard Business Review Press.

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The Heart of Change

The Heart of Change: Real-life Stories of How People Change Their Organizations. Boston, Mass.: Harvard Business School Press, 2002. Print. Note! Citation formats are based on standards as of July 2010. Citations contain only title, author, edition, publisher, and year published. Citations should be used as a guideline and should be double ...

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The Heart of Change: Real-Life Stories of How People Change Their Organizations Kotter, John P.", "Cohen, Dan S." Published by Harvard Business Review Press (2012)

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The Heart of Change: Real Life Stories of How People ...

The problem is, The Heart of Change really contains only two types of stories. One type, the glove story, shows how "shock therapy" can get people to recognize a problem. The other, the airplane...

Book Review--The Heart of Change: Real-Life Stories of How ...

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