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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Applying Innovation Diffusion Theory to the Management of Change Management today usually involves, at some level, the management of change - the Introduction of innovation either into one s own or into a client organization. While the most visible symbol of that change may be hardware (e.g., an office automation system), significant technological changes are...

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- Authored by Dorothy Leonard-Barton
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