Leading Business Change: A Practical Guide to Transforming Your Organization

New book by Dr. Karin Stumpf provides international perspective on leading change projects

26 June 2015 – Florida, USA – CRC Press has announced the publication of a new book titled Leading Business Change: A Practical Guide to Transforming Your Organization, by Karin Stumpf. Released on 11 June, this new book includes tangible examples based on the author’s experience and provides leaders with proven solutions for delivering successful projects that transform their organizations.

According to the CRC release: Most books dealing with change management focus on how companies reach their corporate goals, instead of on what individual leaders must do. Filling this need, Leading Business Change: A Practical Guide to Transforming Your Organization is an easy and fun read that will inspire you to think more closely about how you implement change as a leader.

The book presents a proven approach to help leaders of global initiatives grapple with impossible projects and deliver on their goals. The first part of the book explains the author’s approach to change management, centering on the need not just for an effective approach but for effective leadership. The remaining three parts walk readers through the three phases of the authors' methodology, using actual examples to demonstrate how to apply each step in the real world.

Dr. Karin Stumpf consults for multinational companies implementing strategic change, such as DaimlerChrysler, Universal Pictures, Deutsche Bank, Bombardier Transportation, and the International Committee of the Red Cross. Formerly a consultant with McKinsey as well as Deloitte, she has worked with clients in more than 20 countries to successfully support them in driving corporate strategy.

Dr. Stumpf regularly lectures in English, German, and French in venues such as the Swiss Institute of Technology, among others. She holds an MSc, an MBA, a PhD, and a master’s in organizational psychology. Her consultancy, Acrasio, is based in Berlin, where she lives with her husband and daughter.

For more about this book, go to https://www.crcpress.com/product/isbn/9781498726573

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Source: CRC Press