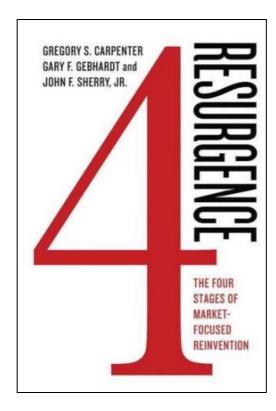
## Resurgence



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## Reviews

*Extremely helpful to all category of individuals. I have got go through and that i am confident that i will likely to read through once again again later on. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Nikita Herzog)* 

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## RESURGENCE



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Book Condition: New. Publisher/Verlag: Palgrave Macmillan | The Four Stages of Market-Focused Reinvention | Based on fascinating insider accounts with leaders from Motorola, Alberto Culver, Harley-Davidson, and others, Resurgence explores the change process and reveals how some of the most interesting and notable brands in the world have managed to stage remarkably successful comebacks following periods of decline. | Based on a multi-year study with several large companies, Resurgence reveals how some of the most interesting and notable brands in the world have managed to stage remarkably successful comebacks following periods of decline. The core of this book is a smart, simple four-part framework for reinvention, plus compelling advice distilled for general business readers. Yet, it also features fascinating, insider accounts of the change process, with stories from a core group of leaders at companies such as Motorola, Alberto Culver, Harley-Davidson, and others, as they considered the question: How do we reinvent a firm that does not recognize the need for radical change? Three top marketing experts bring a compelling wealth of experience and knowledge to the forefront as they were granted extensive access to the executives at these companies and track how each of these organizations look dramatically different as a result of its change efforts. | 1. The Beginning Step I: Recognize 2. My Name is Motorola and I Have a Problem: Recognizing the Need for Change 3. Teams Make Change: Building a Coalition Step II: Reinvent 4. A Vision for Change 5. Going Public 6. Walking the Talk 7. Dear Customer: Reconnecting with the Market 8. Collaborative Strategy Development and Implementation 9. Pink Slips for Dissenters, Offers for Believers Step III: Formalize 10. Make it Official: Formalize, Reward, and Indoctrinate 11. Power to the Masses Step IV: Maintain 12. Sticking with Change: Employee, Market, and Cultural Maintenance 13....

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