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Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success (Paperback)

By Britt Andreatta

7th Mind Publishing, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.-Illustrated by real-life examples and evidence from renowned scholars and practitioners, Wired to Resist provides novel insights into understanding why efforts to change often fail and--more importantly--how they can succeed.- Barry Posner, PhD, New York Times best-selling author of The Leadership Challenge -A must-read for business leaders and HR professionals. In this constantly changing world, it s critical to find leadership strategies that realistically address the human side of change. Dr. Andreatta offers a fresh look at the nature of resistance with a clear path to overcoming it. I couldn t put it down.- Erin Earle, VP, HRBP for Engineering, LinkedIn -I ve read many books on leading organizational change and I appreciate how Dr. Andreatta gives me insight into the whys behind the hows. Wired to Resist arrived just as I was launching a new change initiative in my organization--and it immediately showed me several things I needed to address to increase our chance of success.- Kevin Goldsmith, Chief Technology Officer, Avvo -Making a simple change in our behavior can be the difference between success and failure, but so often...



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