Reinventing Organization Development: New Approaches to Change in Organizations
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DESCRIPTION

Praise for Reinventing Organization Development

"A hard hitting yet hopeful look at a field concerned with renewal that is in need of renewal itself. This book is full of intelligent questions, provocative appraisals, and prescriptions for action that they serve."

"Wise, invaluable advice that the field and its practitioners should heed if the field of OD is to take its rightful place as an applied behavioral science that can make a difference in the economic and human affairs of organizations."
-Michael Beer, professor emeritus, Harvard Business School; chairman, Center for Organizational Fitness

"Few disciplines in decline have subjected themselves to so profound a self-evaluation. It should lead to a rejuvenation of the field. Whether or not it does, there is a great deal to learn here about organizations and relevant professional practice."
-Russell Ackoff, professor emeritus, Wharton School, University of Pennsylvania

"Two of the leaders of the field of OD have collaborated to present us with a compelling and controversial state of the art."
-Len Schlesinger, vice chairman and chief operating officer, Limited Brands
"The book challenges OD consultants to think broadly about their organizational roles and to assert their rightful place in organizations."
-Jean M. Bartunek, Robert A. and Evelyn J. Ferris Chair Professor of Organization Studies, Boston College

ABOUT THE AUTHOR

David L. Bradford is senior lecturer in organizational behavior in the Graduate School of Business at Stanford University and the dean of the Stanford Executive Program on Leadership. Bradford is the coauthor of the bestselling books Managing for Excellence, Influence Without Authority, and Power Up, all from Jossey-Bass.

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NEW TO EDITION

- Includes such high-profile contributors as Warner Burke, David Bradford, Jerry Harvey, Robert Marshak, Jerry Porras, Tony Petrella, Chris Argyris, Edger Schein, Barbara Bunker, Billie Alban and Roy Lewicki.
- Analyzes what's wrong with OD and offers solutions for helping OD living up to its potential.
- Includes an online instructor’s guide.

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