



Big Change, Best Path: Successfully Managing Organizational Change with Wisdom, Analytics and Insight

Warren Parry

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Using ground-breaking modeling, *Big Change, Best Path* brings unique insights to the dynamics and process of transformational change, understanding success and failure, defining and describing the levers and conditions of change, and the patterns and paths of organizational change. It shows that a whole new way of managing change is possible, using empirical benchmarking, predictive approaches that highlight the specific actions needed at any point of a change program, and visualization.

Author Warren Parry from Accenture Strategy challenges many of the myths of change management and the dynamics of how organizations respond to change, clearly showing common pitfalls and misunderstandings. This book provides a new, more analytical way for driving successful change, and presents a vision for the future of how organizations can become more agile and resilient.

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