

THE BUSINESS REVIEW

Friday November 7, 2008

Books

Taming the Dragons of Change in Business / *By Richard Stieglitz PhD*



What are the dragons of change in the business world? By Stieglitz's definition, they are the negative emotional reactions that business leaders and their employees feel when they are hit with sudden, unexpected change. Doubt and anxiety about change can paralyze a company – a potentially fatal affliction with change happening at, as Stieglitz says, “the speed of light.” How do you fight such dragons? By expanding and improving your circle of business relationships. In this economy, Stieglitz argues, who you know is more important than what you know.

Paperback, 230 pages, Acuity Publishing, \$23.90