



Change Management: Putting Nlp to Work

Martin Robert

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This book is about achieving excellent Change Management using a variety of techniques and contains many new concepts and applications for consultants, would-be consultants and everyone involved in change in a business setting. It also provides an intriguing insight into why many fashionable 'cook-book' approaches to change run into problems-and how to avoid repeating them. Working with top British and American companies for over thirty years, Martin Roberts has developed an enviable reputation for solving problems. He attributes this success to his ability to adapt and apply NLP, Behavioural Modification, Gestalt therapy and Transactional Analysis techniques from the field of organisational psychology.

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