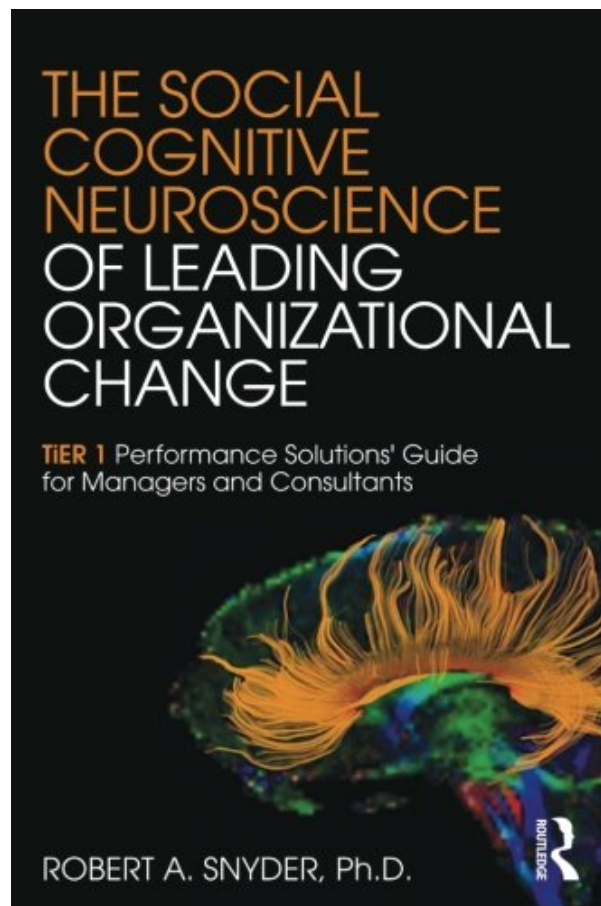


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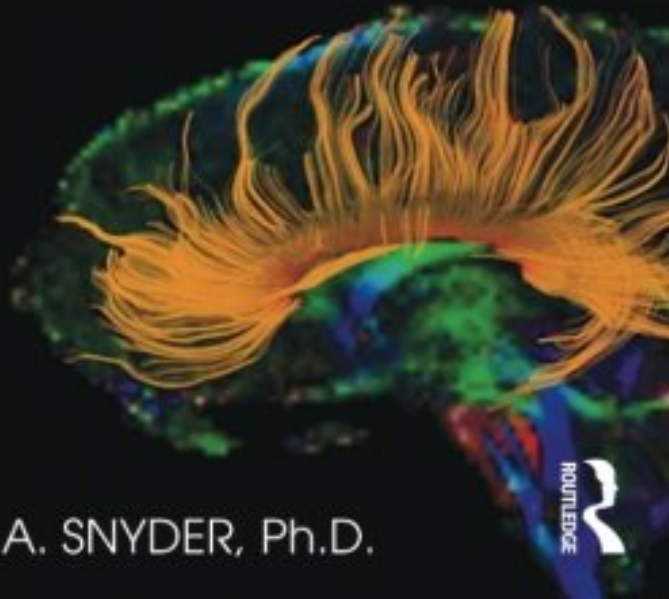
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TIER 1 Performance Solutions' Guide
for Managers and Consultants

ROBERT A. SNYDER, Ph.D.



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Review

"Large-scale change is a frequent reality in contemporary organizations. Such change is typically complex and stressful for participants, rarely fully achieves its goals, and all too often can be evaluated as a failure. That track record has led to many books that purport to provide THE ANSWER to successful organizational change, but most are only rehashes of simple ideas intermixed with a few 'war stories' from the authors. Rob Snyder has written a very different book. In a style that engages the reader, Dr. Snyder presents an excellent summary of recent research in social cognitive neuroscience and carefully describes the implications and application of these findings to how organizational change efforts should be led and managed. This innovative approach challenges many widely-held beliefs about human motivation and behavior and builds a solid case for following the change principles that are offered. It is a valuable book for the newcomer and veteran, the academic and practitioner, and the change agent and general manager."

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In a very understandable, practical, and accessible manner, this book applies recent groundbreaking findings from behavioral neuroscience to the most complex and vexing challenges in organizations today. In particular, it addresses managing large-scale organizational changes, such as mergers and acquisitions, providing lessons and tactics that can be usefully applied to in many different settings. In addition to discussing successful practices, it also identifies the reasons that most past comprehensive, long-term change projects have failed and unmask the counterproductive effects of the typical evolutionary or emotion-based attempts to change group and individual behavior, using neuroscience as its principal tool.

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By Kary

Very rarely do I "devour" a book on organizational change. As I read this book, I high-lighted, underlined, and folded pages left, right and center. There is so much packed in its 207 pages that it merits a re-read to apply all the knowledge bombs that the author provides... And re-reading this book will not be an eye sore as it's just so well written. Simple, to the point and ready for application, the author shows how social cognitive neuroscience begets us to rethink the way companies, and the people who work in them, function. He juxtaposes the recent findings of neuroscience with insights and personal anecdotes to provide us with

actionable content. If anyone is involved in organizational change or just wants to figure how to work or lead better, this book is a superb guide, written in a way that is not disrespectful to the audience's lack of knowledge on the subject. Its all about context and in this case, I think all the context bases have been covered. Take a bow Robert!

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