



Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success (Paperback)

By Britt Andreatta

7th Mind Publishing, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. "Illustrated by real-life examples and evidence from renowned scholars and practitioners, Wired to Resist provides novel insights into understanding why efforts to change often fail and--more importantly--how they can succeed." Barry Posner, PhD, New York Times best-selling author of The Leadership Challenge "A must-read for business leaders and HR professionals. In this constantly changing world, it's critical to find leadership strategies that realistically address the human side of change. Dr. Andreatta offers a fresh look at the nature of resistance with a clear path to overcoming it. I couldn't put it down." Erin Earle, VP, HRBP for Engineering, LinkedIn "I've read many books on leading organizational change and I appreciate how Dr. Andreatta gives me insight into the 'whys' behind the 'hows.' Wired to Resist arrived just as I was launching a new change initiative in my organization--and it immediately showed me several things I needed to address to increase our chance of success." Kevin Goldsmith, Chief Technology Officer, Avvo "Making a simple change in our behavior can be the difference between success and failure, but so often we quickly go to our default position and don't know why....



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