

(Free) Fast Cultural Change: The Role and Influence of Middle Management

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M. Nieswandt

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Organizational change is still an issue of high importance for organizations, yet many change initiatives fail. These failures are often attributed to a lack of consideration of existing organizational culture. This book explores ways to undertake cultural change within a shorter time span without losing sight of complexity and sustainability.

About the Author Martina Nieswandt is a co-founder and managing director of Denkwerkstatt for Managers. Nieswandt is a business consultant and coach, and she lectures in a project management master's program. Her work focuses on supporting cultural change processes in organisations; middle-management roles and tasks; quantitative and qualitative management and employee surveys; team development, management training and time management.