



# **The Change Masters: Innovations For Productivity In The American Corporation**

*Rosabeth Moss Kanter*

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Slight shelf wear. Pages are clean and binding is tight.

## The Change Masters: Innovations For Productivity In The American Corporation Details

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# From Reader Review The Change Masters: Innovations For Productivity In The American Corporation for online ebook

**Alex Devero says**

Innovation requires decentralized power and more freedom for employees. Have your employees step outside their usual roles, while promoting openness and being honest about your company's history. Even if your employees have great ideas, they won't make a difference if your organization isn't structured to help them emerge.

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**Denise Mitnick says**

Good book for Entrepreneurs.

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**Sally says**

<http://ideas.ted.com/2014/09/18/busin...>

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**Kscarritt says**

Although written in the eighties, reads as if written last year. Critical analysis of corporate organization

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**Marta Dominguez says**

Found this book in a note written by Peter Drucker in one of his books (Innovation and Entrepreneurship: Practice and Principles Innovation and Entrepreneurship: Practice and Principles Innovation and Entrepreneurship, highly recommended). I assumed that if Drucker had read it... it would be worth the try. Although I recognized some of the behaviours that project managers and bosses show in day-to-day work, the whole text didn't resonate with me as true innovation. I think the book was written in the 80s when product management was a new thing. But nothing of that is at the core of what innovation stands for today.

In summary: read the book if you are a fresh guy to a corporation and want to know the politics of the job; don't read this book if you are a entrepreneur or a manager who want to discover what innovation can do for you. (less)

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**Don Gubler says**

Kanter is very perceptive.

