

*Something's cooking.*

Could be that new technology calls for basic changes in how the business runs. Might be your existing culture has problems – like troublesome ingrained traits that must be changed to protect the organization’s future. Or maybe it’s a merger, which means some serious cultural issues will need to be resolved.

Whichever, it’s gonna get sticky. Culture’s a tough cookie to deal with.

This handbook tells you what to expect, why things happen, and how best to meet the challenge of culture change. Nobody’s ever spelled out these ten ground rules before. They may surprise you...and they may not be what you want to hear. But you can bank on it – they’re your best bet for dealing with the situation.

Read the handbook carefully. When you’re going through something like this, it pays to do your homework.