



To Change or Not to Change

The Surprising Reality of Change in Organizations

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- The myths and realities of organisational change

The one thing that most attracts people to reading is a good story. Realising this gave Ralf Wetzel and Holger Regber the idea of writing a storybook – a very short novel – about organisational change, its myths and realities. The book follows five characters searching for, and finding, their way through the everyday mess of organisation and the sometimes more messy reality of change management.

Ralf Wetzel is associate professor of Organisational Behaviour at the Vlerick Business School of Management. He used to work as professor Organisation and Company Management at Bern University (Switzerland), where he founded the Competition Centre for Management.