



Change is Your Competitive Advantage: Strategies for Adapting, Transforming, and Succeeding in the New Business Reality

Karl G Schoemer

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Organizations today face a stark choice: change or fail. Transformation has become the only constant of the business landscape, and those companies that cannot adapt are doomed. But Karl Schoemer's New Reality program is here to help businesses make the tough choices that will lead to success. This book includes practical tools to help managers and employees:

- Adapt to change
- Identify Design/Defiant/Default behaviors
- Create a culture focused on the needs of the customer and consumer

This book includes case studies and anecdotes from Schoemer's clientele and positions executives and employees to make the most out of every change their company encounters.

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