



# Great Boss Dead Boss

*By Ray Immelman*

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Motivating entire organizations to embrace large-scale change is the biggest challenge most managers face. Ray Immelman's insightful book offers a new perspective on why groups resist change and how to leverage the very same trait to get change implemented.

Learn how to develop a strategy to gain buy-in and commitment to new behaviors on a large scale.

One of the richest businessmen in America described it as "Very to the point."

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### Editorial Review

#### About the Author

Ray Immelman is a certified management consultant. He shares new insights in organizational behavior from his personal involvement in close to two hundred companies worldwide.

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