



# Fast Forward: Organizational Change in 100 Days

By Elspeth J. Murray, Peter R. Richardson

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In the age of rapidly changing technology, increased global opportunities and globalization, and shareholder activity, executives all over the world are expected to use the right techniques in order to gain the highest level of success for their organizations. These executives need the knowledge and tools that will allow them to continue to thrive and remain ahead of the competition in the business environment. This volume and its accompanying guide puts them on the right track. It offers a practical and proven framework for rapid implementation of strategic change that can be used by executives and their organizations. Complete with a collection of examples and checklists, the accompanying guides provide guidance on specific types of change initiatives such as the launch of a new strategic plan, deep cultural change, acquisitions, and new products.

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**Bibliography**

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## **Editorial Review**

### Review

"Customers travel a five-stage 'Experience Engagement Process' as they purchase and use goods and services, say this consultant duo. Their book explains how to enhance that process by managing three experiential elements: the product--whatever the customer buys; the service - all interactions between customer and company; and the environment - the external elements that surround the product."--*Business Reader Review*

### About the Author

Elsbeth Jane Murray is an Assistant Professor at the School of Business of Queen's University where she teaches and researches in the area of strategic management, with a special interest in the management of new ventures. She has extensive corporate experience with companies such as IBM and has also run her own business. She now consults with corporations on strategic planning and new venture management. Peter R. Richardson is Professor of Strategic Management at the School of Business of Queen's University where he teaches in the school's Executive MBA and Undergraduate programs. He has over 50 articles published in journals such as the Sloan Management Review and the Journal of Strategic Management. He has authored a number of previous articles on performance measurement and is the author of *Cost Containment: The Ultimate Strategic Advantage*. He consults widely with corporations on strategic issues, focusing especially on strategy implementation and change.

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