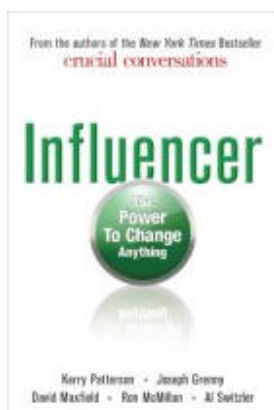


New Books December 2007

Spotlight presented by Doriot Library



Influencer: the power to change anything
by Kerry Patterson, Joseph Grenny, David Maxfield,
Ron MacMillan, Al Switzler

Doriot & Tanoto Libraries
BF774 .P38 2008

If you want to make change inevitable, you need to know how to motivate and enable the right behaviors - not just alter processes, technology, or the organizational structure. The real success behind any change effort is knowing which sources of influence most affect people's behaviors: values, skills, support, teamwork, incentives, or the environment. "Influencer" provides readers with the knowledge to successfully pinpoint and affect these six sources of influence in order to achieve profound results and solve even the most resistant problems.

This book cites intriguing examples of modern-day master change agents and draws from more than five decades of the best social science theory. From a Mexico City TV producer who inspired a nationwide literacy movement with a soap opera storyline to a San Francisco-based organization that routinely transforms more than 90 percent of its repeat convicts into law-abiding citizens, the authors highlight specific examples of large and small-scale influence initiatives at work, and provide readers with the insider knowledge needed to transform persistent problems into positive change efforts.

Outlining a comprehensive step-by-step approach, "Influencer" is a groundbreaking work that offers a host of immediately actionable strategies for affecting productive change in all areas.

Book review cited from <http://www.influencerbook.com/home>

This list is also available on the General Bulletin Board and Library homepage at the following address:
<http://www.insead.edu/library>

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