



Businesses Transformation - 8 Steps, 4 Persuading Strategies and 2 Theories

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Abstract:

The competitive landscape for the businesses is ever changing and poses a challenge for the management to modify, course correct the structure and policies. At an inflection point it will become inevitable for the transformation or perish. Technology is growing at such a fast pace and its changing the way the businesses are done. It's important to have a close eye on the changes and adapt to the market demands quickly and at the right time. Hence comes the need for transformation in the areas of Operations, Manufacturing, HR, Sales, Marketing et al. This review article has clubbed 8 steps, 4 persuading strategies and 2 theories that can help businesses transform successfully.