About This Book

Why is this topic important?
This book is based on the premise that organization development (OD) should be more relevant today than ever before and the observation that, by and large, executives ignore OD or relegate it to the bowels of the organization. We believe that it is time to take a tough look at the field. OD still has much to offer, but to continue pretending that all is well guarantees that OD will continue to struggle to find its place and its identity in today's world.

What can you achieve with this book?
By collecting the contributions of leaders in the field of OD, we have provided you with tremendous food for thought about the current condition and future prospects for OD. We hope that this book will be an impetus to self-examination and then to true revitalization.

How is the book organized?
We asked a dozen leaders in the field to consider the discrepancy between OD's relevance for the current organizational climate and the fact that most leaders make little use of OD. What has resulted is a rich variety of thinking on the status of OD and its future. Bracketed between opening and closing chapters by the book’s editors are chapters addressing such topics as contemporary challenges in OD; the principles of organizational performance; a discussion of the “morphing” of OD; a treatise on how current OD practitioners should be part anthropologist, part therapist; and a call to revitalize the field through a shift in its paradigm, among others.
About Pfeiffer

Pfeiffer serves the professional development and hands-on resource needs of training and human resource practitioners and gives them products to do their jobs better. We deliver proven ideas and solutions from experts in HR development and HR management, and we offer effective and customizable tools to improve workplace performance. From novice to seasoned professional, Pfeiffer is the source you can trust to make yourself and your organization more successful.

Essential Knowledge  Pfeiffer produces insightful, practical, and comprehensive materials on topics that matter the most to training and HR professionals. Our Essential Knowledge resources translate the expertise of seasoned professionals into practical, how-to guidance on critical workplace issues and problems. These resources are supported by case studies, worksheets, and job aids and are frequently supplemented with CD-ROMs, websites, and other means of making the content easier to read, understand, and use.

Essential Tools  Pfeiffer’s Essential Tools resources save time and expense by offering proven, ready-to-use materials—including exercises, activities, games, instruments, and assessments—for use during a training or team-learning event. These resources are frequently offered in looseleaf or CD-ROM format to facilitate copying and customization of the material.

Pfeiffer also recognizes the remarkable power of new technologies in expanding the reach and effectiveness of training. While e-hype has often created whizbang solutions in search of a problem, we are dedicated to bringing convenience and enhancements to proven training solutions. All our e-tools comply with rigorous functionality standards. The most appropriate technology wrapped around essential content yields the perfect solution for today’s on-the-go trainers and human resource professionals.
Reinventing Organization Development
MISSION STATEMENT

The books in this series are intended to offer leading-edge approaches to organization change and development. They are written for and by practitioners interested in new approaches to facilitating effective organization change. They are geared to providing both theory and advice on practical applications.

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New Approaches to Change in Organizations

David L. Bradford and W. Warner Burke
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To the pioneers, the first generation of OD practitioners, who saw the potential—and to the present innovators who strive to keep the field relevant.