Preface and Acknowledgements

Change is necessary way of life in most organisations. In fact, change is all around us — in the seasons, in social environment, and in biological processes. In the dynamic society surrounding today’s organisations, the question of whether change will occur is no longer relevant. Instead, the issue is how do managers cope with the inevitable barrage of change that confronts them daily in attempting to keep their organisations viable and current. Organisations that do not adapt to change find it difficult or even impossible to survive. For example, Arun Bharat Ram, senior managing director of SRF Limited has observed as follows:

“Around 25 to 30 percent of the existing companies might be forced to stop operations in the country in the next 2-3 years. This trend is likely to take pace because of the increasing change in the Indian economy which has moved from the regulated and protected regime towards a more open and competitive economy. In this changing perspective, only those who have capacity to compete and survive would emerge and take over the place of old ones.”
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