



Appreciative Inquiry: A Positive Revolution in Change: A Positive Revolution in Change (Paperback)

By David L. Cooperrider, Diana Whitney

BERRETT-KOEHLER, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. A truly revolutionary method of change management, Appreciative Inquiry (AI) emphasizes inquiry into strengths, rather than focusing exclusively on fixing weaknesses. Written by the originators and leaders of the AI movement, this accessible guide offers a practical introduction to the method, which has been used to significantly enhance customer satisfaction, cost competitiveness, revenues, profits, and employee engagement, as well as organizations abilities to meet the needs of society. Full of exciting stories that illustrate its many applications and benefits, this is the most authoritative guide to AI. By using this change method to systematically tap human potential, organizations, communities, and individuals become more effective.

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