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Managing strategic change: Technical, political and cultural dynamics, by Noel M. Tichy. New York: Wiley, 1983. Craig Lundberg. Craig Lundberg is chair of the Management and Organization Department, Graduate School of Business Administration, University of Southern California, Los Angeles. Search for more papers by this author.

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Managing Strategic Change: Technical, Political, and Cultural Dynamics. Shows

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how managers can use the conceptual framework of TPC theory (technical, political, and cultural dynamics) to cope with major strategic reorientation. Raises such fundamental questions about the nature of organizations.

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Partial table of contents: A FRAMEWORK FOR STRATEGIC CHANGE. Strategic Change Management. Organizational Models. STRATEGIC ISSUES: DIAGNOSIS AND STRATEGY DEVELOPMENT. Diagnosis for Change. Application of Diagnostic Strategy. Change Strategy. Technical Change Strategies. Political Change Strategies. Cultural Change Strategies. IMPLEMENTING STRATEGIC CHANGES.

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Strategic change is concerned with critical implementations for businesses that are with the intent to attempt to enhance their competitiveness in the marketplace. It can be seen as long-term projection decisions that are be evaluated critically. Therefore, strategic change deals with researching different internal and external factors carefully to make the right decisions. Managing Strategic Change occurs during the implementation of the change.

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