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Managing strategic change is increasingly a way of life for organizations faced with the turbulent economic, political, and cultural forces of the 1980s. To manage such change, organizations and their managers will have to confront basic questions regarding the organization's technical, political, and cultural foundations.

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Managing Strategic Change: Technical, Political, and Cultural Dynamics. Managing Strategic Change. : Noel M. Tichy. John Wiley & Sons, May 3, 1983 - Business & Economics - 434 pages. 0 Reviews. Shows 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.

Managing Strategic Change: Technical, Political, and ...

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.

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