



# **The Social Cognitive Neuroscience of Leading Organizational Change: TiER1 Performance Solutions' Guide for Managers and Consultants**

*Robert A. Snyder*

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In a very understandable, practical, and accessible manner, this book applies recent groundbreaking findings from behavioral neuroscience to the most complex and vexing challenges in organizations today. In particular, it addresses managing large-scale organizational changes, such as mergers and acquisitions, providing lessons and tactics that can be usefully applied to in many different settings. In addition to discussing successful practices, it also identifies the reasons that most past comprehensive, long-term change projects have failed and unmasks the counterproductive effects of the typical evolutionary or emotion-based attempts to change group and individual behavior, using neuroscience as its principal tool.

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