

How Change Happens: A Guide for Activists, Entrepreneurs, and Leaders



How Change Happens by Duncan Green

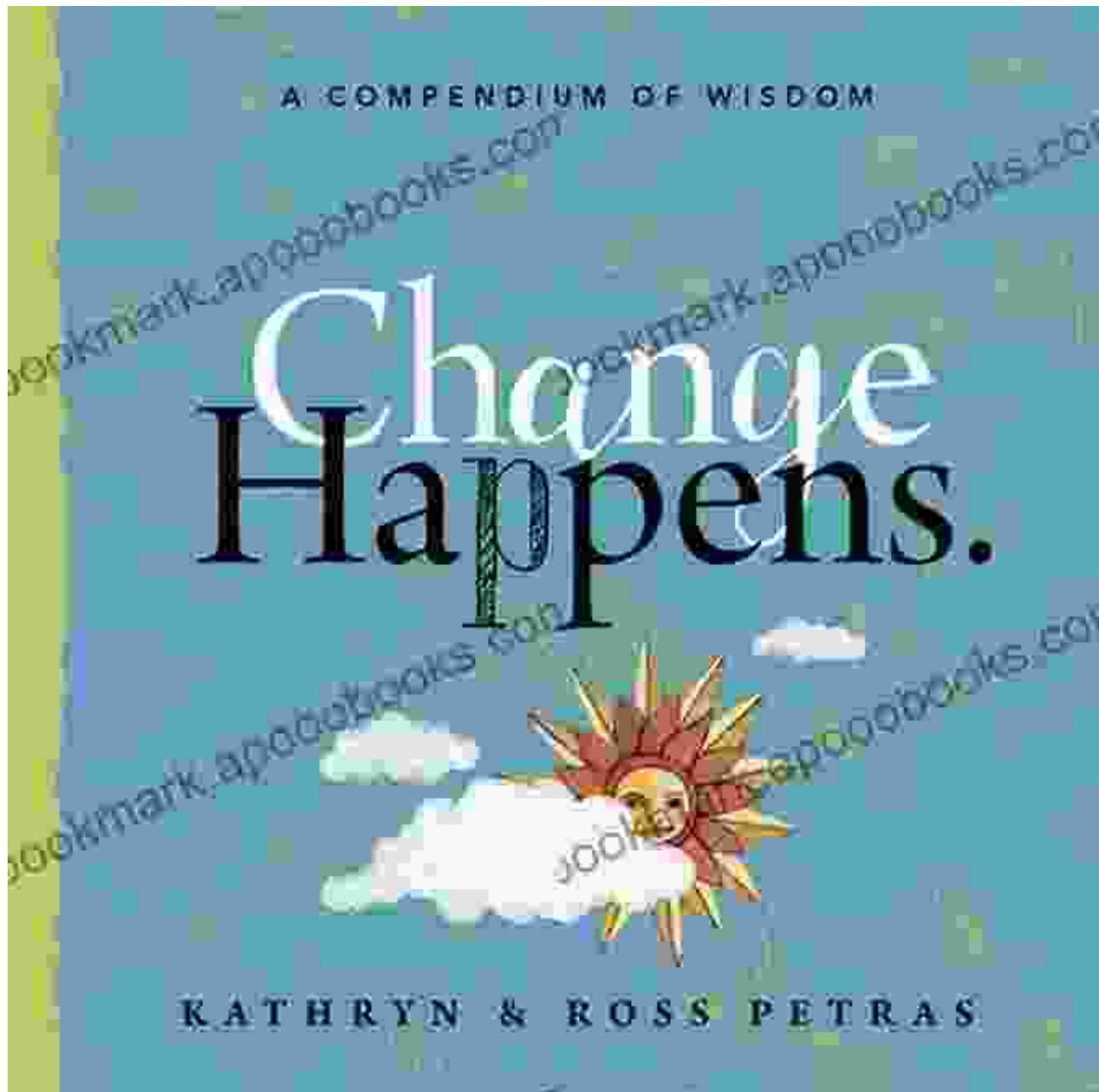
★★★★☆ 4.6 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 554 pages

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Change is inevitable. It's a constant force in our lives, and it can be both positive and negative. But how do we make change happen? How do we take an idea and turn it into a reality? How do we overcome the obstacles that stand in our way?

In *How Change Happens*, Duncan Green offers a practical guide to understanding and creating change. He draws on decades of experience

working with activists, entrepreneurs, and leaders from around the world to develop a clear and concise framework for understanding the different stages of change.

Green argues that change happens through a series of stages, each with its own challenges and opportunities. The first stage is the "pre-change" stage, during which people are unaware or unwilling to change. The second stage is the "change" stage, during which people begin to experiment with new ideas and behaviors. The third stage is the "post-change" stage, during which people have adopted new ways of thinking and acting.

Green provides a variety of tools and techniques for overcoming obstacles and achieving success at each stage of change. He also offers advice on how to build coalitions, negotiate with opponents, and create sustainable change.

How Change Happens is an essential guide for anyone who wants to make a difference in the world. It's a practical, inspiring, and ultimately hopeful book that will help you understand the process of change and give you the tools you need to create positive change in your own life and community.

Praise for *How Change Happens*

"*How Change Happens* is a must-read for anyone who wants to understand and create change. Duncan Green provides a clear and concise framework for understanding the different stages of change, and offers a variety of tools and techniques for overcoming obstacles and achieving success." - **Bill Gates**

"*How Change Happens* is an inspiring and practical guide to creating positive change in the world. Duncan Green's insights are invaluable for anyone who wants to make a difference." - **Oprah Winfrey**

"*How Change Happens* is a game-changer. Duncan Green's framework for understanding change will help you achieve your goals and make the world a better place." - **Tony Robbins**

About the Author

Duncan Green is a social anthropologist and development expert who has worked with activists, entrepreneurs, and leaders from around the world for over 30 years. He is the author of several books on social change, including *From Poverty to Power* and *The Future of Development*.

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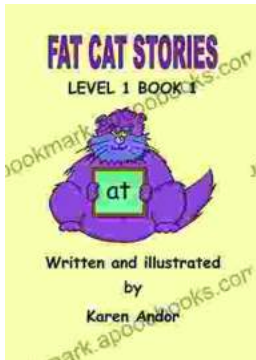
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