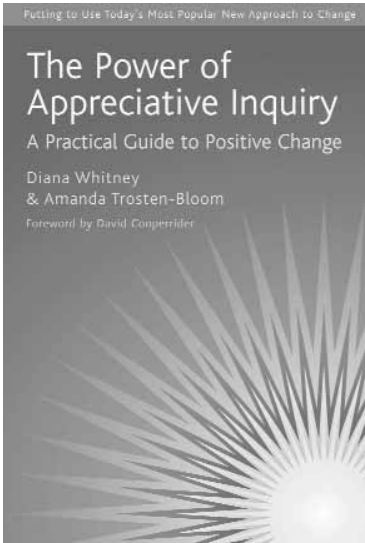


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Diana Whitney and Amanda Trosten-Bloom
Foreword by David Cooperrider

The Power of Appreciative Inquiry

A Practical Guide to Positive Change

- The most authoritative, comprehensive, and practical guide to this popular approach to large-scale change
- Author Diana Whitney is a pioneer in the development and practice of Appreciative Inquiry (AI), and Amanda Trosten-Bloom is one of the first practitioners to use AI for large-scale change in a business setting
- Introduces a menu of eight approaches to AI, illustrated by stories from a wide variety of business and not-for-profit organizations
- Provides a detailed five-year case history tracking how one company used AI to improve its bottom line and create a new strategic direction and culture

Diana Whitney, Ph.D. is President of Corporation for Positive Change, an international center for Appreciative Inquiry education and consultation, and a founder of the Taos Institute and Appreciative Inquiry Consulting. She is a highly acclaimed consultant and keynote speaker. Her clients have included British Airways, Cap Gemini Ernst & Young, Hunter Douglas Window Fashions, SmithKline Beecham, GTE, Johnson & Johnson, New York Power Authority, Sandia National Laboratories, and United Religions Initiative.

Amanda Trosten-Bloom is Director of Consulting Services for Corporation for Positive Change and a Trustee on Appreciative Inquiry Consulting's Global Council. An international consultant and trainer, her clients have included Accenture, Front Range Community College, Hunter Douglas Window Fashions, Iliff School of Theology, McDATA Corporation, Providian Financial Services, National Security Administration, United Religions Initiative, and University of California at Berkeley.

"At last!—what is sure to become the quintessential guide to Appreciative Inquiry, for the experienced practitioner or the novice."—**Jean Moore**, Executive Director, Workforce Development, Verizon and author of *Reconnecting with People*

The *Power of Appreciative Inquiry* describes a wildly popular new approach to organizational change that dramatically improves performance by encouraging people to study, discuss, learn from, and build on what's working, rather than trying to fix what's not. Whitney and Trosten-Bloom use examples from many different types of organizations to illustrate Appreciative Inquiry (AI) in action, drawing in particular on a five-year project with Hunter Douglas Window Fashions, a company which achieved a 15% improvement in its bottom line by creating a new strategic direction and culture using AI. The authors illustrate each step in the AI process using actual events at Hunter Douglas, emphasizing the customized, flexible, almost artistic nature of the process. A how-to book but not a manual, *The Power of Appreciative Inquiry* describes the newest ideas and practices in the field of Appreciative Inquiry since its inception in 1985.

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Publication date: February 2003, \$27.95, paperback original, approx. 264 pages, 6" x 9"
ISBN 1-57675-226-7 Item #52267-443

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