

# The Change Masters

INNOVATION & ENTREPRENEURSHIP  
IN THE AMERICAN CORPORATION

**Rosabeth Moss Kanter**  
Author of *Men and Women of the Corporation*

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# Innovation and Entrepreneurship in the American Corporation

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THE  
CHANGE  
MASTERS

ROSABETH MOSS KANTER

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New Haven, Connecticut  
December 1982

To Matthew,  
my own quality-of-work-life program

And in loving memory of  
Helen Moss,  
whose disposition Matthew inherited



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**Change Masters:** Those people and organizations adept at the art of anticipating the need for, and of leading, productive change.



# PART I

## THE NEED FOR AN AMERICAN CORPORATE RENAISSANCE



