



# The Passion Plan

*Richard Y. Chang, Ken Blanchard*

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## **The Passion Plan** Richard Y. Chang, Ken Blanchard

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**THE AUTHOR** Richard Chang is CEO of Richard Chang Associates, Inc., a performance-improvement consulting, training, and publishing firm headquartered in Irvine, California. He is internationally recognized for his strategic planning, performance measurement, quality improvement, organization development, change management, product realization, customer service, and human resource development expertise. Chang has consulted to a wide range of organizations--including Toshiba, Marriott, Nabisco, Universal Studios, Citibank, Nortel Networks, Fidelity Investments, and McDonalds. He has served as chair of the board for the American Society for Training and Development and as a judge for the prestigious Malcolm Baldrige National Quality Award in the U.S. Chang is the author or co-author of more than twenty books on business and personal development, including The Passion Plan at Work (Jossey-Bass, 2001).

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