



# Designing Organizations: An Executive Guide to Strategy, Structure, and Process Revised

By Jay R. Galbraith

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## **Designing Organizations: An Executive Guide to Strategy, Structure, and Process Revised** By Jay R. Galbraith

A thoroughly revised second edition of the leader's concise guide to the process of creating and managing an organisation, no matter how complex, that will achieve unique competitive advantages and be poised to respond effectively and rapidly to customer demands.

In this book executives, managers, and consultants will find the concrete tools they need to select and implement an efficient design that creates superior and more competitive performance. In addition to analysing the four key forces shaping today's organisations -- buyer power, variety, change, and speed -- this new edition addresses the concerns of new economy by expanding on the section on the Flexible Organization and includes a new section on organising around the customer. The book:

- \* Describes what leaders can do to effect the change process
- \* Addresses the concerns of new economy companies
- \* Contains rich examples from successful companies

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- Sales Rank: #144976 in Books
- Brand: Brand: Pfeiffer
- Published on: 2001-11-15
- Original language: English
- Number of items: 1
- Dimensions: 9.27" h x .89" w x 6.22" l, .89 pounds
- Binding: Hardcover
- 192 pages

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"A must-read for anyone who is ready for a dose of clear thinking on organizational strategy and design. Jay Galbraith understands strategy and structure better than anyone I know."

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