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As companies are coming to realize they can't compete successfully in the 21st century with organizations based on 19th century ideas, Competing by Design shows clearly and persuasively why--and, most importantly how--to harness the power of organizational architecture to unleash the competitive strengths embedded in each organization.

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Competing By Design The Power

Competing by Design: The Power of Organizational Architecture, is their guide to reaching that goal through total integration of corporate structure, workplace culture, and employee motivation. Bringing all such processes together into one unified organization, they contend, is as important to a company's future as the architectural unity of the building that houses it.

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Competing by Design: The Power of Organizational Architecture / Edition 2. If the defining goal of modern-day business can be isolated to just one item, it would be the search for competitive advantage. And, as everyone in business knows, it's a lot harder than it used to be.

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"Nadler and Tushman's central argument, that 'Competing by Design' is now the most reliable source of corporate advantage, is totally persuasive. They proceed to offer, by example as well as precept, the most comprehensive and sensible guide available on the art and science of organization design.

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Competing by Design: The Power of Organizational Architecture. On the other hand, most of the old reliable sources of competitive advantage are drying up: the hallowed strategies employed by GM, IBM, and AT&T to maintain their seemingly unassailable positions of dominance in the 1960s and 70s are as obsolete as the calvary charge.

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Competing by Design: The Power of Organizational Architecture David A. Nadler and Michael L. Tushman Abstract

Competing by Design: The Power of Organizational ...

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Competing by Design shows you how to maximize these competitive strengths by redesigning your firm."--Soundveiw Executive Book Summaries Reseña del editor If the defining goal of modern-day business can be isolated to just one item, it would be the search for competitive advantage.

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