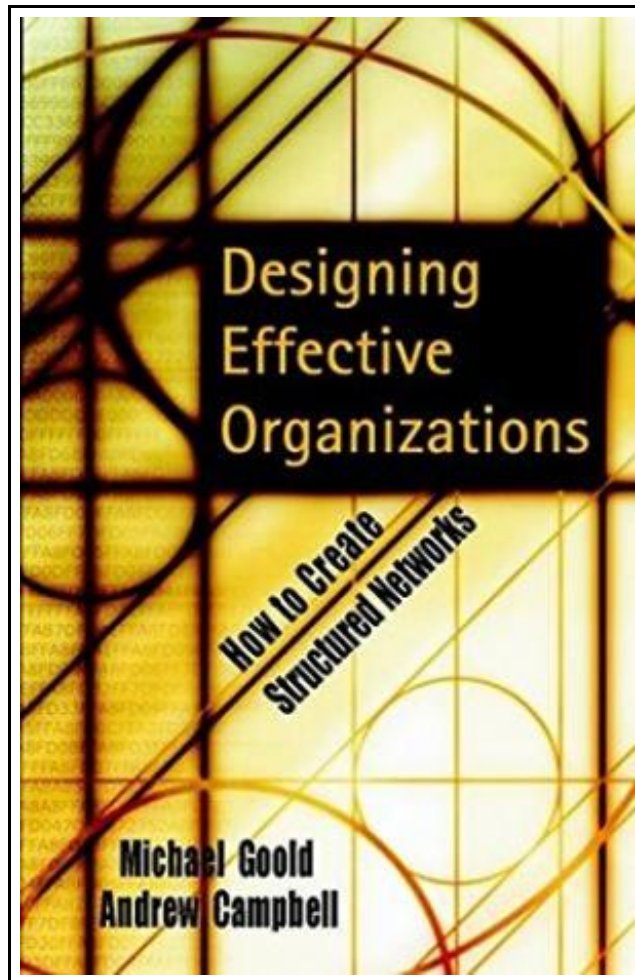# Designing Effective Organizations: How to Create Structured Networks

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Reviews

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(Eddie Schuppe)

DESIGNING EFFECTIVE ORGANIZATIONS: HOW TO CREATE STRUCTURED NETWORKS

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Designing Effective Organizations: How to Create Structured Networks, Michael Goold, Andrew Campbell, Winner of the Igor Ansoff Strategic Management Award 2002 'Goold and Campbell, leading thinkers on corporate-level strategy, have turned their attention to corporate-level organization design. They bring a rigor to this topic that will help managers wrestling with multiple reporting dimensions, decentralization and cross-unit co-ordination.' - Professor Gary Hamel, London Business School. Author of "Competing for the Future and Leading the Revolution". 'Campbell and Goold are renowned for discovering entirely new and useful dimensions to seemingly familiar business issues. This book is another shining example. It allows executives to replace politics and personality as the rationales for an organizational design with clear, effective logic and experience.' - Thomas H. Davenport, Director, Accenture Institute for Strategic Change. Author of "Process Innovation and Working Knowledge". 'A "must read" for managers and consultants. Redesigning the organization is the most powerful and fastest means for aligning decisions and behavior with strategic objectives. Goold and Campbell provide the best and most comprehensive framework for developing and testing the validity of an organizational structure I have seen in recent years. Based on years of research and experience they offer clear principles and a process to guide managers in the many design decisions and trade-offs involved in developing a more effective organization.' Professor Michael Beer, Harvard Business School. Author of "The Critical Path to Corporate Renewal". 'Books on organization design tend to fall into one of two categories: those that provide interesting concepts but not help on how to implement them and those that are full of check lists on implementation, based on sterile and over-simplified ideas. Michael Goold and Andrew Campbell have written perhaps the finest example of an exception I have ever...

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