



## Designing Effective Organizations: How to Create Structured Networks

By Michael Goold, Andrew Campbell

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...



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-- **Norma Carroll**

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