



Hybridorganisation: Netzwerke und virtuelle Strukturen (German Edition)

Michael Reiß

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Netzwerke und virtuelle Strukturen bilden in zunehmendem Maße erfolgskritische Organisationskonzepte. Beschleunigt durch die Globalisierung, die kommunikationstechnische Vernetzung, die Erosion von Konzernen sowie die enge Zusammenarbeit vieler Akteure bei der Entwicklung, Produktion und Vermarktung komplexer Produkte und Dienstleistungen verdrängen hybride Organisationsformen zunehmend die archetypischen Unternehmens- und Marktstrukturen.

Das Lehrbuch liefert einen integrativen Ansatz zum Verständnis und zum Management dieser hybriden Organisationsformen. Es klärt den Standort, das Spektrum, den Stellenwert sowie die Dynamik der Netzwerkorganisation, vermittelt die Besonderheiten der Führung in virtuellen Strukturen und fixiert die Eckpunkte einer interdisziplinären Wissensdomäne "Hybridkonstrukte". Die theoretischen Konzepte werden jeweils anhand von empirischen Befunden illustriert.

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