



Designing Organizations: Strategy, Structure, and Process at the Business Unit and Enterprise Levels

Jay R. Galbraith

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This *Third Edition* of the groundbreaking book *Designing Organizations* offers a guide to the process of creating and managing an organization (no matter how complex) that will be positioned to respond effectively and rapidly to customer demands and have the ability to achieve unique competitive advantage. This latest edition includes fresh illustrative examples and references, while the foundation of the book remains the author's popular and widely used Star Model.

- Includes a comprehensive explanation of the basics of organization design
- Outlines a strategic approach to design that is based on the Star Model, a holistic framework for combining strategy, structure, processes, rewards, and people
- Describes the different types of single-business, functional organizations and focuses on the functional structure and the cross-functional lateral processes that characterize most single-business organizations.
- Features a special section on the effects of big data on organization design, and whether or not it will result in a new dimension of organizational structure

Highlighting the social technologies used to coordinate work flows, products, and services across the company, this new edition of *Designing Organizations* brings theory to life with a wealth of examples from such well-known companies as Disney, Nike, IBM, and Rovio (Angry Birds) to show how various kinds of organization designs operate differently.

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