

<<全球组织管理的复杂性 Managing Complexity in Global Organizations>>

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内容概要

This book delivers new IMD insights on an emerging challenge - how to deal with overwhelming complexity. Global organizations face a complex decision-making environment. On one side, diversity of cultures, customers, competitors and regulations creates complexity; on the other, competitive pressures cause expanding countries to extract more synergies across products and regions. In such a climate, a new way of thinking, acting and organizing is needed beyond the familiar 'control' mindset. Drawing together insights from across the expert faculty, *Managing Complexity in the Global Organization* presents IMD's framework on how to understand complexity and its four key drivers (diversity; interdependence; ambiguity and flux), along with solutions on specific issues in a variety of functions, industries and markets. The focus is on providing practical solutions based on real-life examples. 作者简介： Ulrich Steger holds the Alcan Chair of Environmental Management at IMD, Switzerland, and is Director of the school's research project on Corporate Sustainability Management. He also directs major partnership programs including DaimlerChrysler and Allianz, and is or has been on the boards of several major organizations – including Volkswagen, where he was in charge of worldwide environmental strategy. Prior to becoming involved in management education he was Minister of Economics and Technology in the German state of Hesse, with particular responsibility for transport, traffic and energy.

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