

If you accept, in the words of Thomas Friedman, that “the world is flat,” how do you need to reshape your organization, management, and thinking for this new terrain? This chapter offers strategies and insights on the capability for “network orchestration” that is essential in designing and managing networks that are centrally controlled. While most management education is focused on competition at the firm level, competition today is increasingly “network against network.” This changes the way we approach strategy, supply chains, building competencies, and managing enterprises. The authors examine the strategies used by successful networked companies in diverse industries. Effective network orchestration requires balancing control with empowerment of customers, suppliers, and entrepreneurial managers; and building value more from integration than specialization. While the traditional focus of core competencies has been at the firm level, the rise of networked organizations means that companies need to take a broader view. Success is based less on the competencies that the organization owns than those that it can connect to. This means that core competencies in network orchestration and learning may become increasingly important because these meta-competencies allow organizations to assemble and flexibly reconfigure the competencies needed to fulfill a customer-driven value chain.

R M Kliment & Frances Halsband Architects (Master Architect), Toolkit for Broken People: Survival Guide for Victims of Abuse, Das Marchen von der verzauberten Prinzessin (German Edition), The Battle of Long Tan: As told by the Commanders, Studi sul Cane 2 - Metodologia (Italian Edition),

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