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In *Reorganize for Resilience*, strategy and organizational behavior expert Ranjay Gulati reveals how resilient companies prosper both in good times and bad—driving growth and increasing profitability by immersing themselves in the lives of their customers.

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In *Reorganize for Resilience*, Ranjay Gulati reveals how resilient companies prosper both in good times and bad, driving growth and increasing profitability by immersing themselves in the lives of their customers. This book shows how resilient organizations cut through internal barriers that impede action, build bridges between warring divisions ...

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raging commoditization and eroding profit margins, survival depends on resilience: staying one step ahead of your customers.

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In *Reorganize for Resilience*, Harvard Business School professor Ranjay Gulati provides a hands-on guide to breaking down internal barriers to deliver what customers really want. Based on extensive new research and featuring both case studies and practical diagnostic tools, the book is an essential blueprint for building the more flexible architecture that today's "commodity hell" demands.

*Reorganize For Resilience | Ranjay Gulati*

Because they're stymied by the rigid "silos" they're organized around. In *Reorganize for Resilience*, Ranjay Gulati reveals how resilient companies prosper both in good times and bad, driving growth...

*Reorganize for Resilience: Putting Customers at the Center ...*

The Key is Customer Centricity Chapter One Building a Resilient Organization The Process and the Tools for Systemic Integration Chapter Two Lever. 1: Coordination Aligning Activities and Information Around the Customer Axis. Chapter 3 Lever. 2: Cooperation Ensuring Attitudes and Behaviors Are Customer-Focused Chapter Four Lever.

*Reorganize for resilience : putting customers at the ...*

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Title: Reorganize for Resilience: Putting Customers at the Center of Your Business; Author(s): Ranjay Gulati; Release date: January 2010; Publisher(s): Harvard Business Review Press; ISBN: 9781422117217

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*Reorganize for Resilience: Putting Customers at the Center ...*

Authoritative and practical, Reorganize for Resilience will finally help you “walk the walk&; of customer-centricity—and jump-start a virtuous cycle of profits, growth, and competitive advantage. From the Back Cover A Proven Path to Growth That Rallies the Firm Around Customer Objectives

*Reorganize for Resilience: Putting Customers at the Center ...*

Excerpt From Reorganize For Resilience By Ranjay Gulati Coordination—Alignment of activities, processes, and information across units within an organization Cooperation—Alignment of goals, attitudes, and behaviors across units within an organization Clout—Assignment of power and decision rights to ...

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*The Outside-In Approach to Customer Service - Harvard ...*

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*Reorganize for Resilience : Putting Customers at the ...*

The customer is always right, but we're always getting taken. Ranjay Gulati, the Jaime and Josefina Chua Tiampo Professor of Business Administration, prods businesses to readjust their resilience and mend the bridge connecting consumers with companies.

*(Re)(Organize) for Resilience: Putting Customers at the ...*

In an era of raging commoditization and eroding profit margins, survival depends on resilience: staying one step ahead of your customers. Sure, most companies say they're "customer-focused," but they don't deliver solutions to customers' thorniest problems. Why? Because they're stymied by the rigid "silos" they're organized around. In Reorganize for Resilience, Ranjay Gulati reveals how ...

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REORGANIZE FOR RESILIENCE: Putting Customers at the Center of Your Organization. In

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Reorganize For Resilience: Putting Customers at the Center of Your Organization (Harvard Business Press; January 19, 2010; \$35), Harvard Business School Professor Ranjay Gulati shows how pioneering companies have overcome built-in institutional obstacles and spiked growth by reorganizing their structure and capabilities to be proactive, flexible and truly customer-centric.

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Putting the customer in the driver's seat can be accomplished only by radical reorganization. This in turn comes about from their capacity to effectively coordinate the appropriate organizational, human, and social resources for creating products and services that satisfy the real needs of their customers.

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In Reorganize for Resilience, strategy and organizational behavior expert Ranjay Gulati reveals how resilient companies prosper both in good times and bad--driving growth and increasing profitability by immersing themselves in the lives of their customers.

*Reorganize for Resilience: Putting Customers at the Center ...*

They're trapped by organisational silos that prevent them from finding out what their customers really want - and they can't get out of their own way. In Reorganise For Resilience: Putting Customers at the Center of Your Organisation (Harvard Business Press; February, 2010), Harvard Business School Professor Ranjay Gulati shows how pioneering companies have overcome built-in institutional obstacles and spiked growth by reorganising their structure and capabilities to be proactive, flexible ...

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