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(Goldman, et al, 1995)

(Hamel, et al, 1994) .

Breu, et al, 2001;

(Sharifi, & Zhang, 1999)

(Atos Consulting, 2007) .

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(Hamel, et al, 1994) .

(Goldman, et al, 1995)

(Daveni, 1995) .

(Breu, et al, 2001) .

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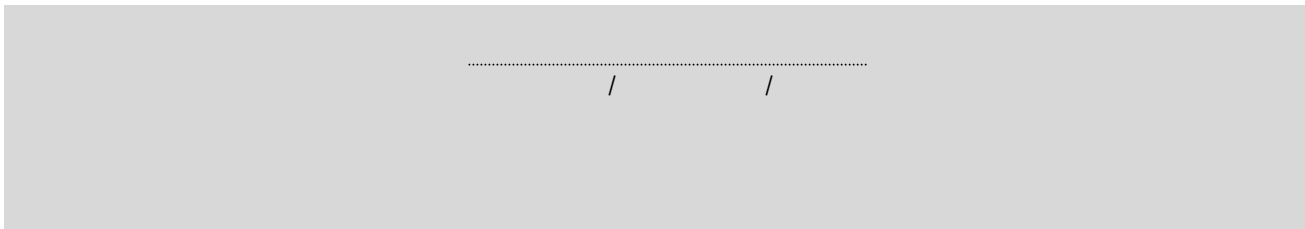
(Hamel, et al, 1994) .

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(Goldman, et al, 1995).

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(Goldman, et al, 1995).



(Atos Consulting, 2007) .

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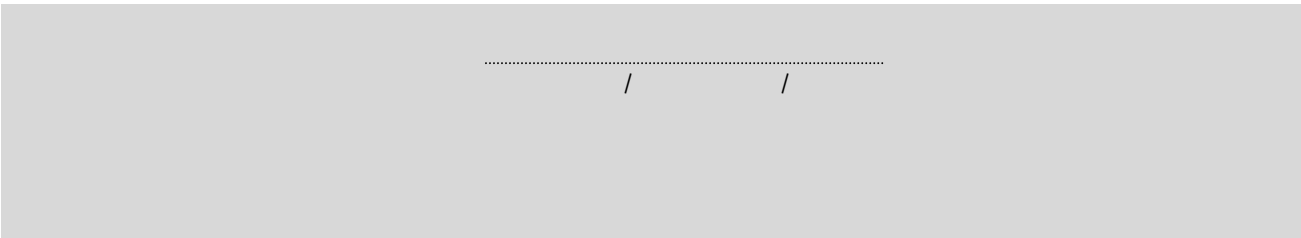
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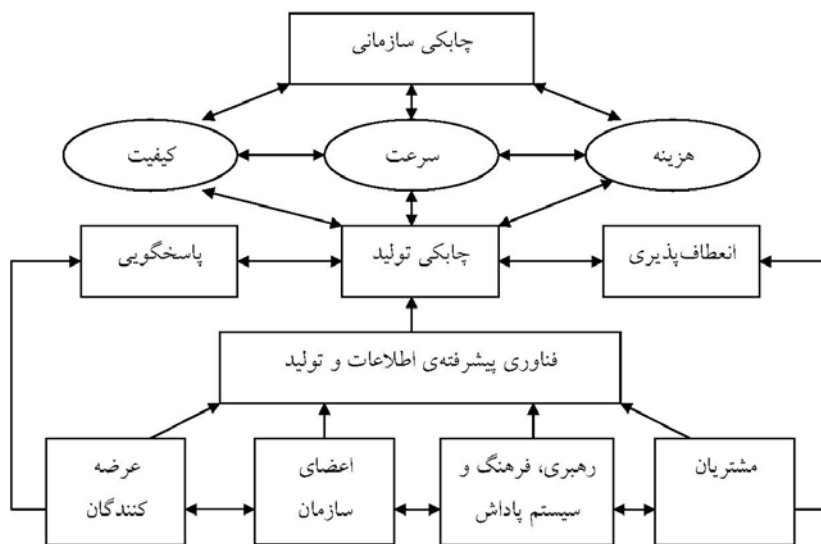
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(Madelline & Youssef, 2003)



(Madelline & Youssef, 2003)

(Harper & Utley, 2001)



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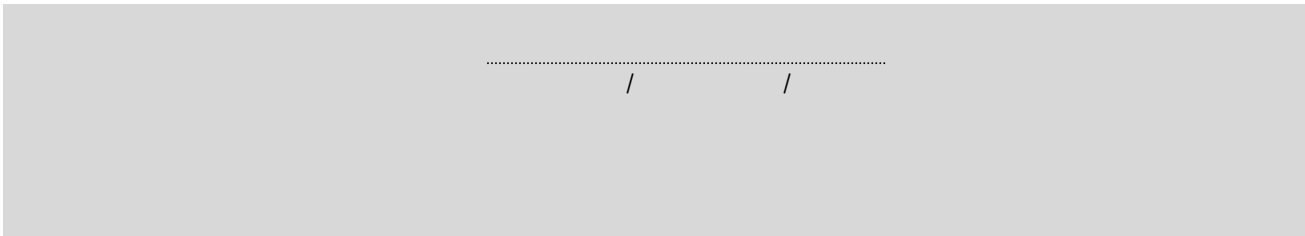
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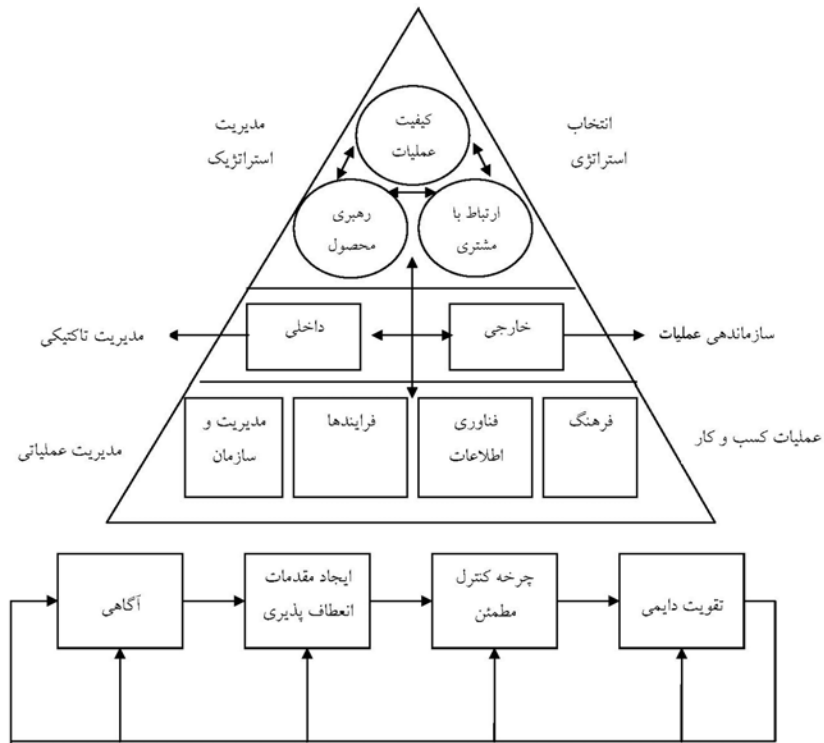
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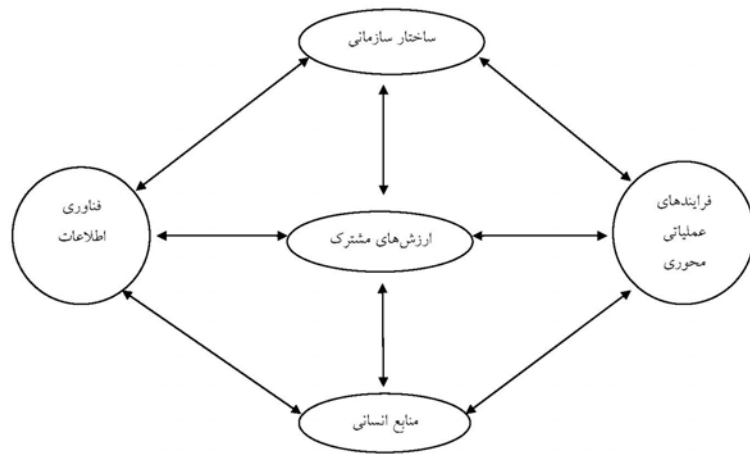
(Atos

Consulting, 2007)



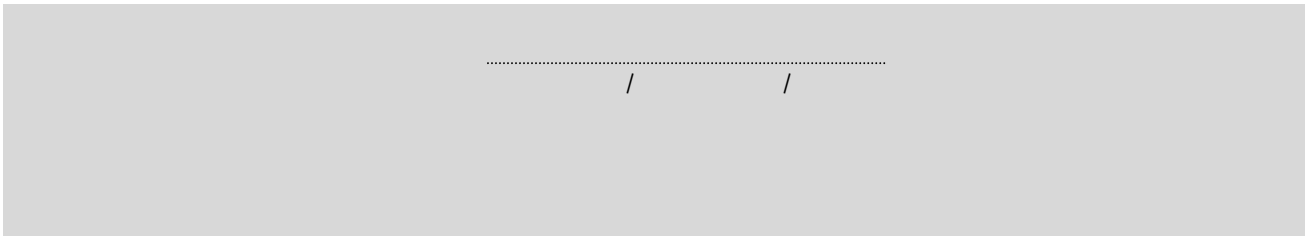
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(Sumukadas & Sawhney, 2004)

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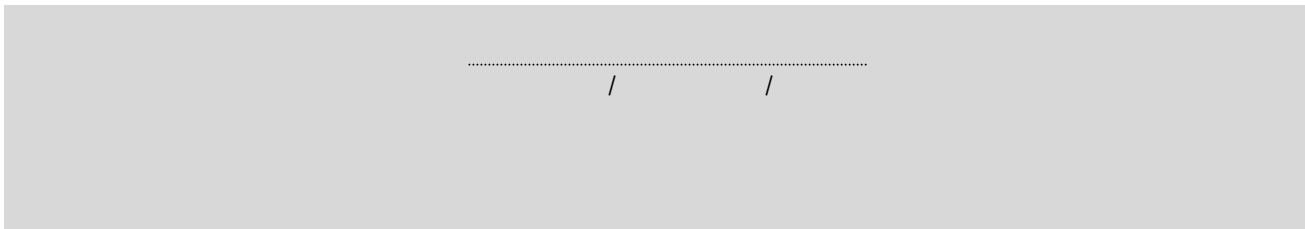
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(Goldman, et al, 1995).

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(Dyer & Shafer, 1998)

Goldman, et al, 1995)

(Cotter, 1995 ;Atos Consulting, 2007;

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(Goldman, et al, 1995).

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(Galbraith, 1995) .

(Goldman, et al, 1995)

(Ashkenas, et al, 1995) .

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(Galbraith, 1995) .

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(Hammer, et al, .

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(Garvin, 1995) .

(Shapiro, 1995)

(Sherman, 1996)

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(Sumukadas .

& Sawhney, 2004)

(Goldman, et al, 1995)

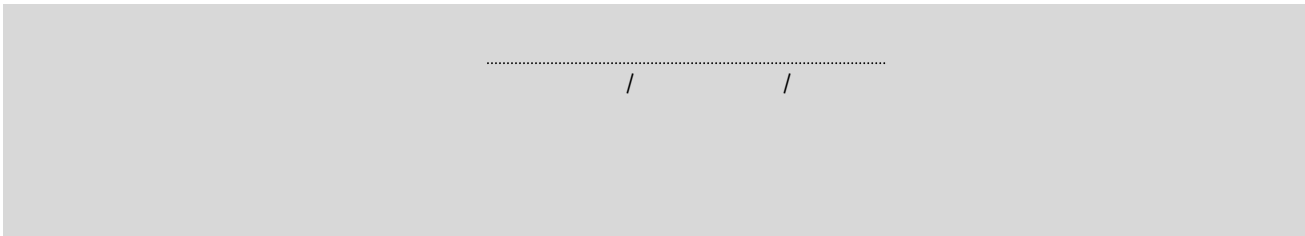
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(Stewart, .

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(Ulrich & Lake, 1990) .



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(Dyer & Shafer, 1998)

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(Goldman, et al, 1995)

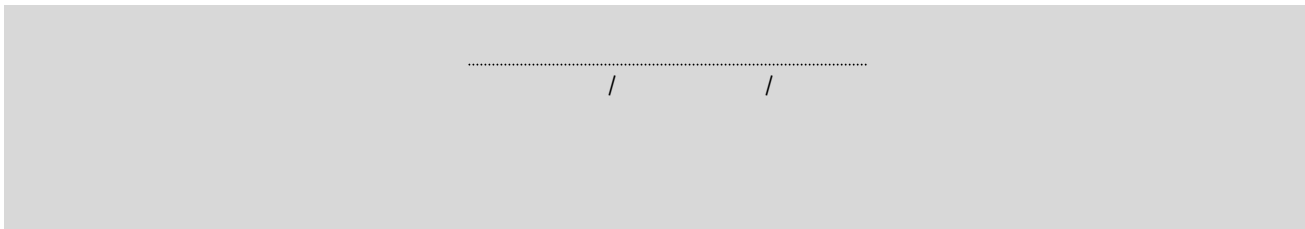
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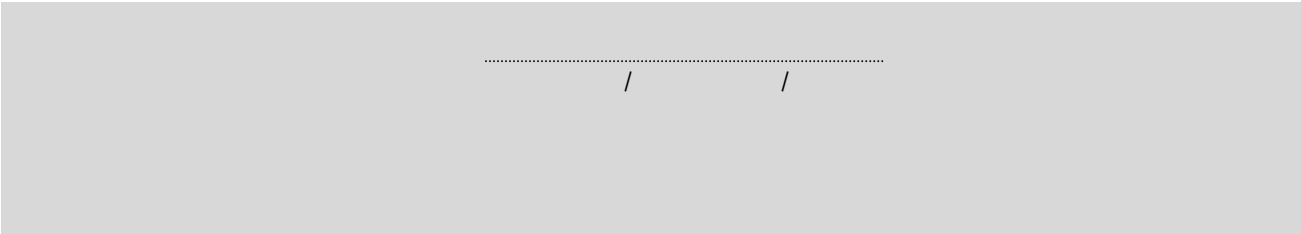
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- ¹ Organizational Agility
- ² Goldman
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- ⁴ Preiss
- ⁵ Strategic Intent
- ⁶ Hamel & Prahalads
- ⁷ Agile Positioning
- ⁸ Reading the Market
- ⁹ Mobilizing Rapid Response
- ¹⁰ Cotter
- ¹¹ Overholt
- ¹² Crocitto & Youssef
- ¹³ Shard Values
- ¹⁴ Flat
- ¹⁵ Focused
- ¹⁶ Rapid Configurability
- ¹⁷ Galbraith
- ¹⁸ Boundaryless Organization
- ¹⁹ People
- ²⁰ Self – Motivated Creativity
- ²¹ Bridges

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