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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) .

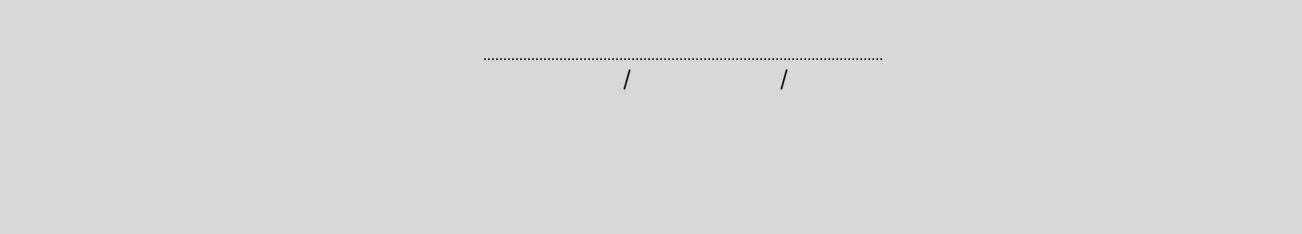
(Goldman, et al, 1995)

(Daveni, 1995) .

(Breu, et al, 2001) .

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(Hamel, et al, 1994) .

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(Goldman, et al, 1995).

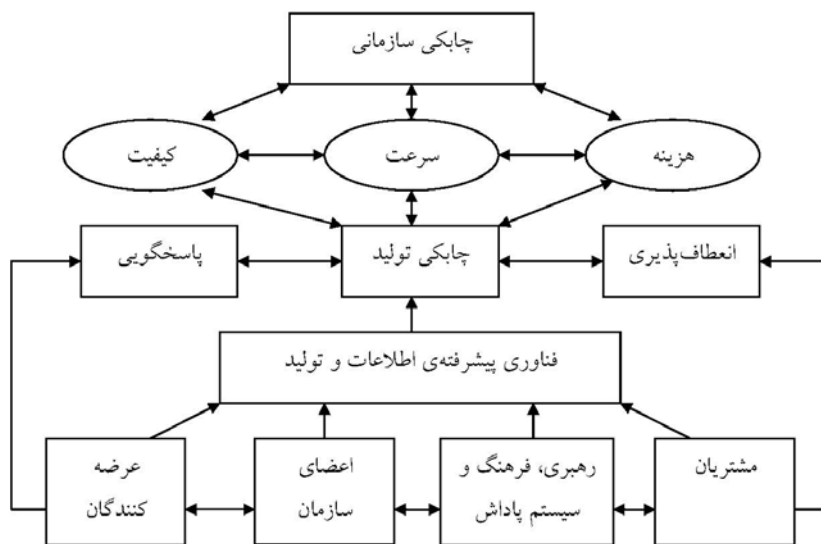
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(Goldman, et al, 1995).

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(Madelline & Youssef, 2003)

(Harper & Utley, 2001)



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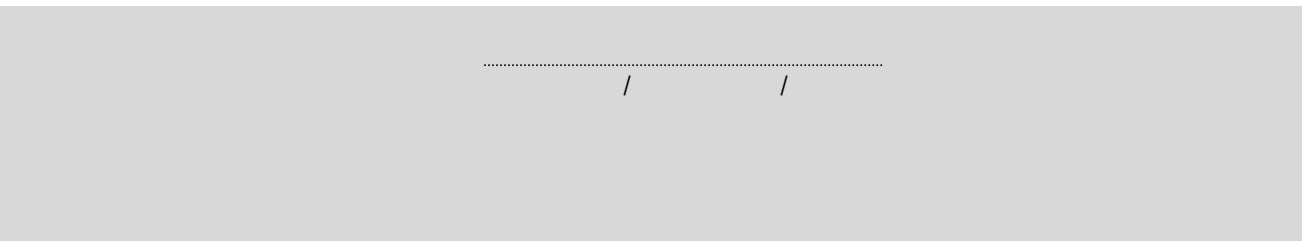
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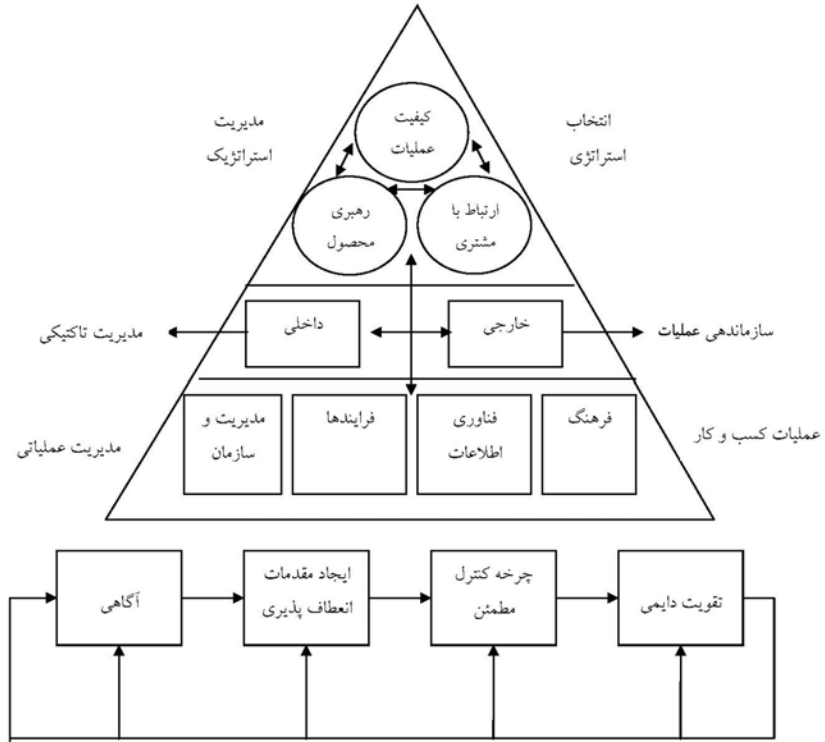
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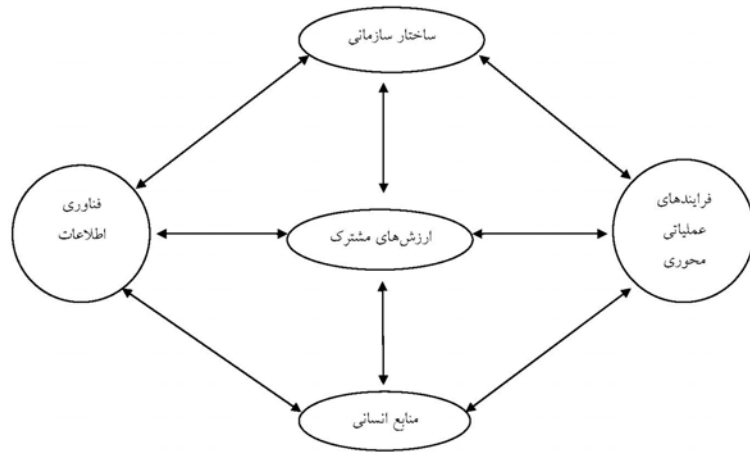
(Atos

Consulting, 2007)



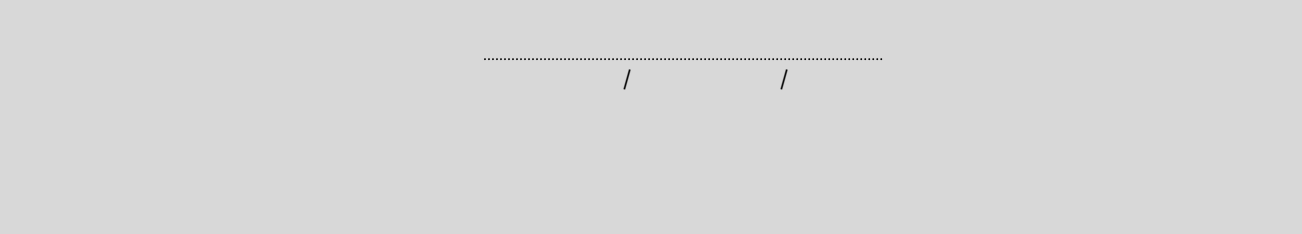
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(Sumukadas & Sawhney, 2004)

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(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) .

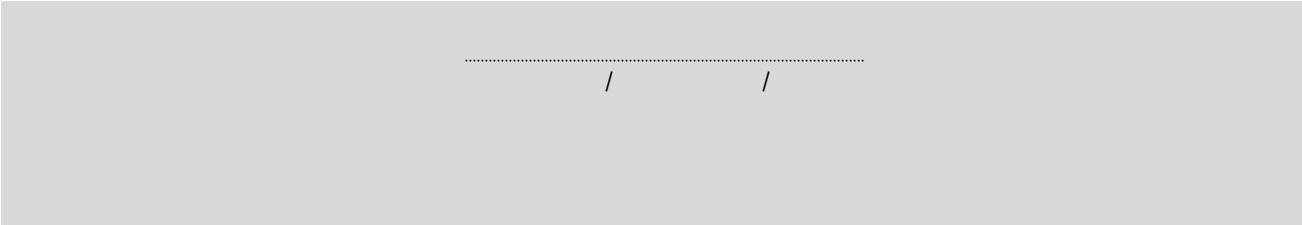
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(Hammer, et al, .

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(Garvin, 1995) .

(Shapiro, 1995)

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& Sawhney, 2004)

(Goldman, et al, 1995)

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(Ulrich & Lake, 1990) .



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(Dyer & Shafer, 1998)

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(Goldman, et al, 1995)

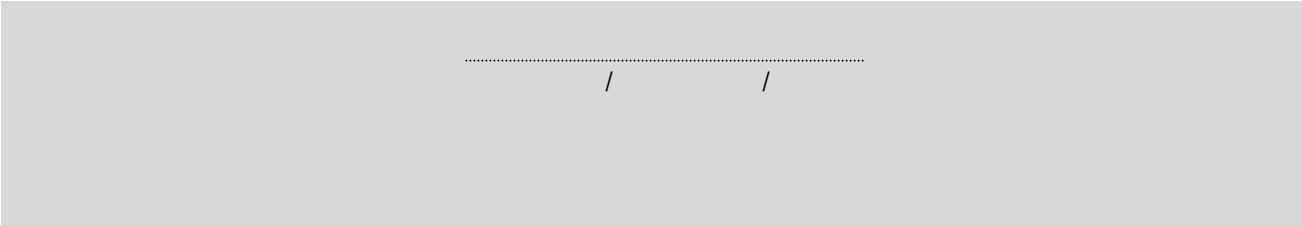
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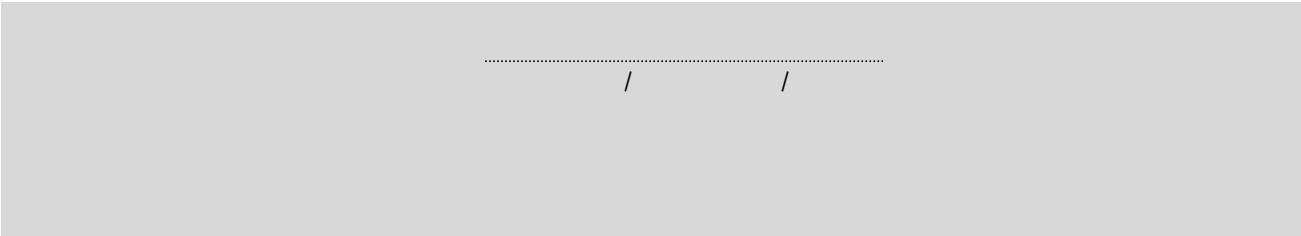
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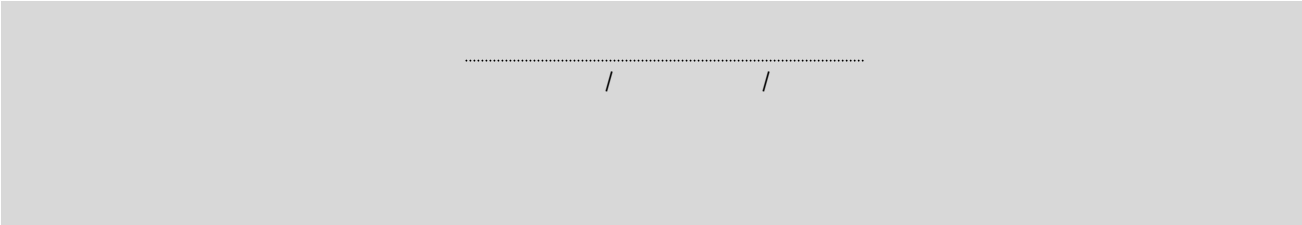
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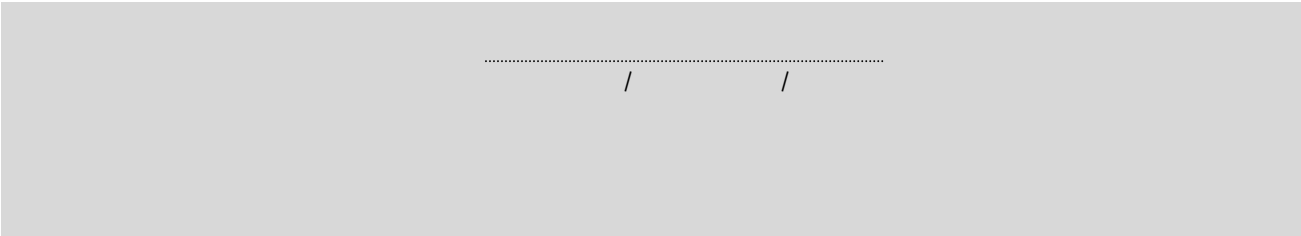
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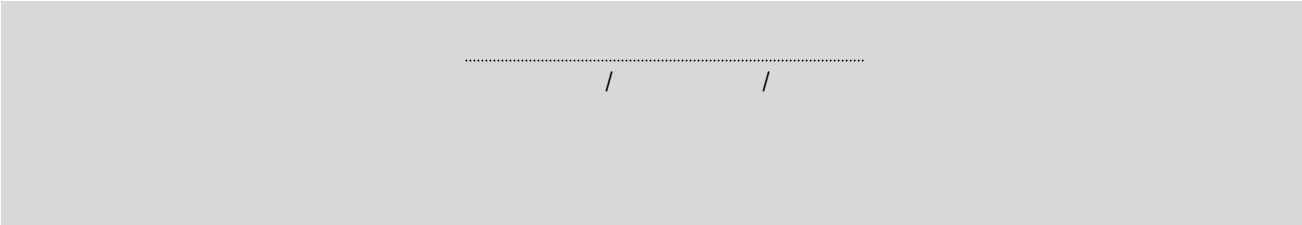
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(Cotter, .

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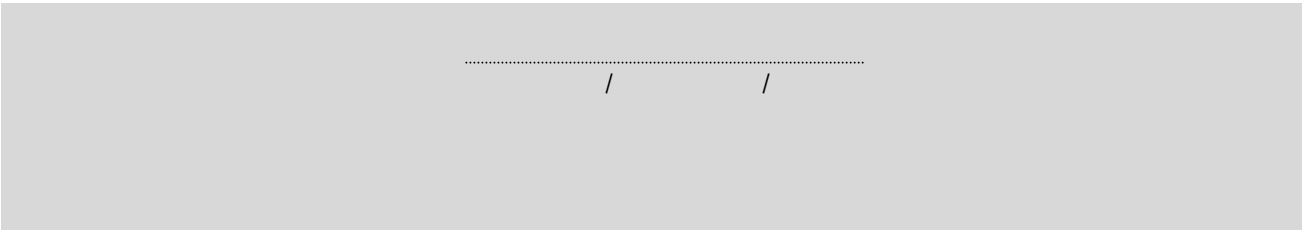
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- ¹ Organizational Agility
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 - ³ Nagel
 - ⁴ Preiss
 - ⁵ Strategic Intent
 - ⁶ Hamel & Prahalads
 - ⁷ Agile Positioning
 - ⁸ Reading the Market
 - ⁹ Mobilizing Rapid Response
 - ¹⁰ Cotter
 - ¹¹ Overholt
 - 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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