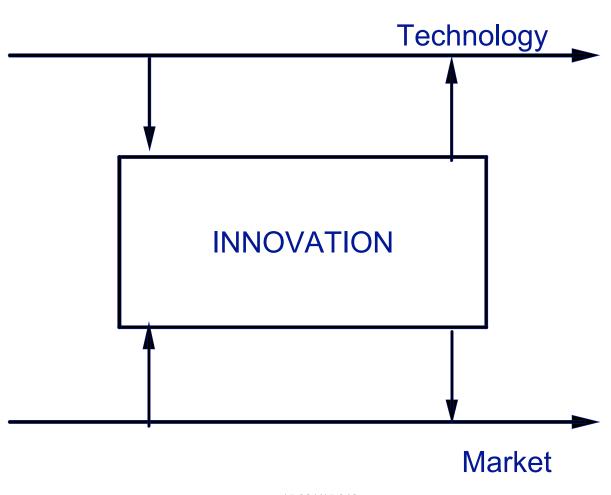
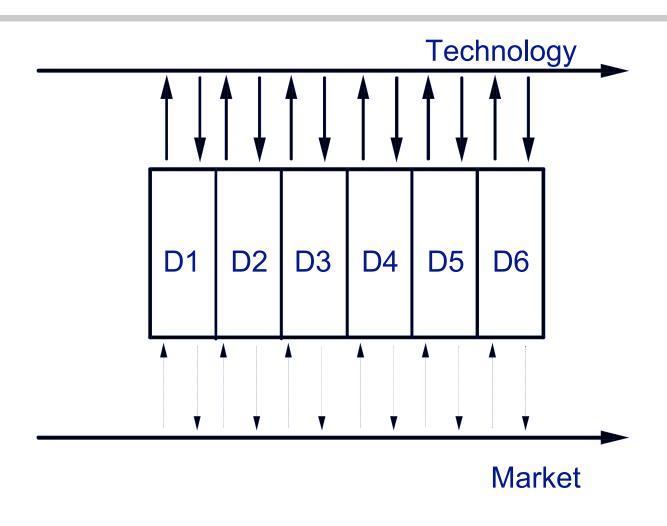
The Process of Innovation



Departmental Organization



Departmental Organization

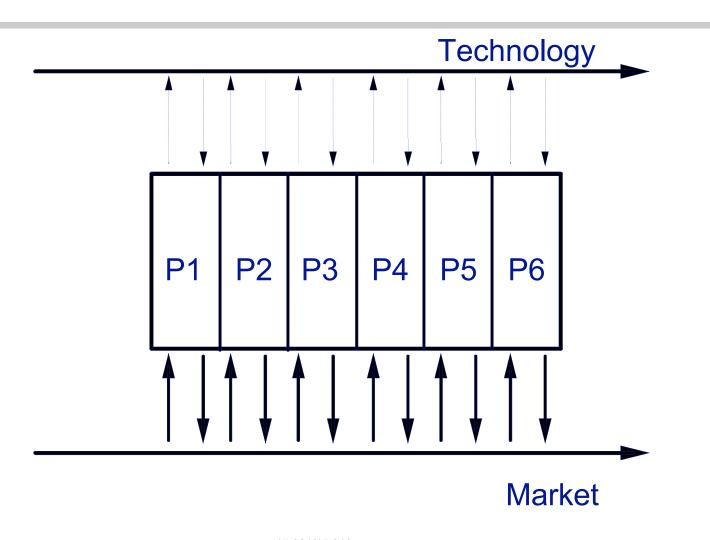
Technology D₁ D₂ D₃ D₄ D₅

Market

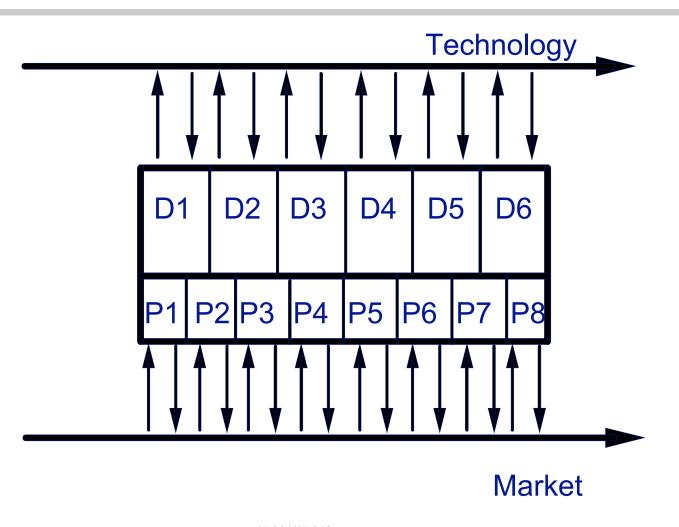
Time & Coordination

- Time can always be substituted for coordination!
- and the converse...
- Better coordination can reduce development time.

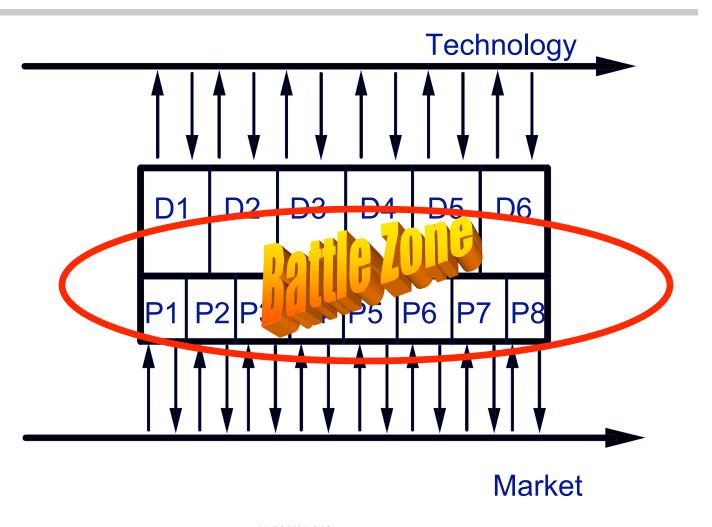
Project Team Organization



Matrix Organization



Matrix Organization



References

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