

An organizational architecture positions for product change and process change as dynamic or static

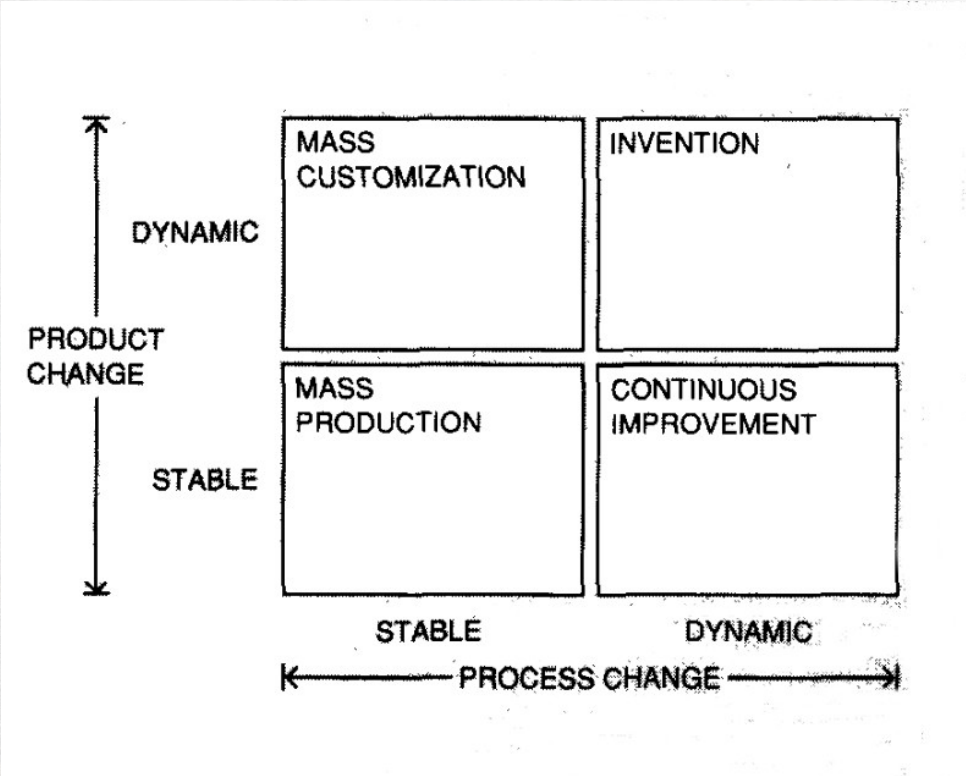


Figure 1: Product-process change matrix

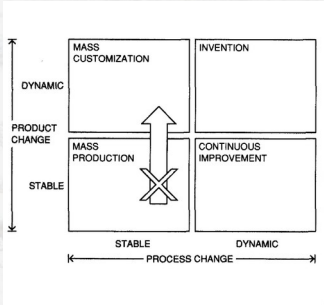


Figure 9
Making the transformation:
The wrong path

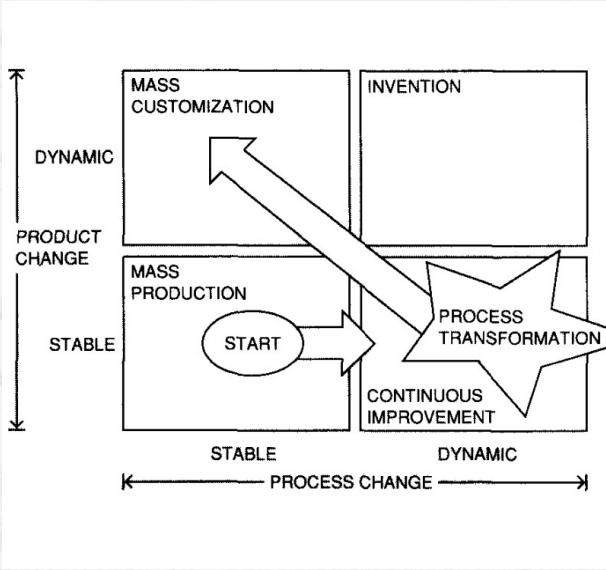


Figure 10
Making the transformation:
The right path

Boynton, Andrew C., Bart Victor, and B. Joseph Pine. 1993. "New Competitive Strategies: Challenges to Organizations and Information Technology." IBM Systems Journal 32 (1): 40–64. <https://doi.org/10.1147/sj.321.0040>.