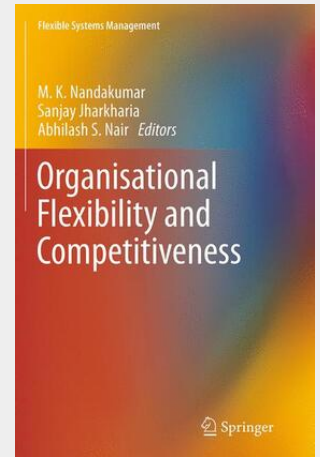


## Organisational Flexibility and Competitiveness

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The proposed book is intended to provide a conceptual framework of 'Organisational Flexibility and Competitiveness' supported by research studies in various types of flexibilities exhibited by an organisation. The need for enterprise flexibility in an era of rapidly advancing technology, increasing competition, and globalization, is apparent. Flexibility can be thought of as an ability of the enterprise to quickly and efficiently respond to market changes and to bring new products and services quickly to the market place. Beyond this definition, a truly flexible enterprise should proactively change the market through its ability to create truly new and innovative products and services. The book applies the concept of flexibility to various functional areas: strategy and competitiveness, organization and HR management, information systems, finance and risk management, operations and supply chain management.

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