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## CHANGING BY DESIGN: ORGANIZATIONAL INNOVATION AT HEWLETT-PACKARD



ILR Press. Paperback. Condition: New. 192 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. How do corporations achieve change? In the first analytic book about Hewlett-Packard, Deone Zell also offers an ethnography of corporate redesign, documenting Hewlett-Packard's radical reorganization of both a manufacturing and a research division. Because she writes from within the process as it unfolds, Zell is able to demonstrate how the inclusion of employees in every step of redesign can inspire the knowledge and commitment to transform an organization....

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