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INNOVATIVE DIGITAL-MATRIX COMPANY STRUCTURE ANALYSIS

Structure analysis is based on my personal 15+ years
experience in Business development roles.

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СОДЕРЖАНИЕ:

Annotation	4
Part 1. Vertical structure	5
Organic organization	6
Line organization	6
Line and staff organization	7
Functional organization	8
Divisional organization	10
Project organization	11
Part 2. Matrix organization	12
Part 3. Matrix-Online organization	14
Conclusion	15

ANNOTATION

We live in a world of fast transaction from old vertical business model to matrix one, modified by digital tools and procedures. This type of changes is based not only on evolution of direct reporting, internal transactions in the company, but also on actual sales and distribution models, corrected by online and outsource tools.

An organizational structure is a standard hierarchy of operations. It defines how you can divide, coordinate, and direct groups. It defines the positions and describes the tasks required to achieve an organization's objectives and vision. Organizational structures aren't set in stone and are tweaked as per the organization size, needs, and their philosophy.

In this book we will try to look through certain changes, that Vertical system has done in the past, creating new Matrix structure and also recent online and outsource tools has created absolutely new structure, that we can call Digital – Matrix one.

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