



The Differentiated Network: Organizing Multinational Corporations for Value Creation

Nitin Nohria, Sumantra Ghoshal

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Discover a Breakthrough Model for MNCs

In a dynamic global economy, multinational corporations (MNCs) face certain competitive challenges that traditional, hierarchical hub and spoke organizations simply aren't geared to meet. But in this landmark work, Harvard Business School professor Nitin Nohria and London Business School Professor Sumantra Ghoshal present a viable alternative -- the differentiated network. Writing for managers seeking changes in their administrative systems that boost firm performance, and for academics engaged in research organization design, the authors detail how the competitive MNC can fully tap the value creation potential of its globally distributed capabilities.

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