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This new Economist guide explores the five principles of effective organisation design, which are that it must be: driven by the business strategy and the operating context (not by a new IT system, a new leader wanting to make an impact, or some other non-business reason); involve holistic thinking about the organisation; for the future rather than for now; not to be undertaken lightly - it is resource intensive even when going well; and, seen as a fundamental process not a repair job.

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guide to organisation design dr naomi stanford is a consultant, teacher and author in the field of organisation design and development in all its manifestations. She has experience both as a corporate employee of large multinational companies, including Price Waterhouse, British Airways, Marks &

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She is the author of numerous articles and two books on organisation design, including The Economist Guide to Organisation Design. About the book An organisation's culture either gives it a competitive advantage or a competitive disadvantage.

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