

Hansjürgen Paul / Ulrich Pekruhl (eds.)

Project Report – Institute for Work and Technology  
Gelsenkirchen, 1997  
ISSN 1430–8738

## Aspects of Integrated Company Renewal

This reader with contributions by scientists from Denmark, the United States, Switzerland and Germany comprises several different perspectives on integrated company renewal. Questions are varying from what are hindering factors to organizational change, what is the potential of organizational change, how different forms of work organization could be compared and what advanced computer systems could mean to integrated company renewal. It is the message of this reader to explain that not a single point of view or just one field of knowledge is the crucial factor for success or failure of organizational change, but an integrated perspective and a concerted action to meet the complex needs of the real world.

From the contents:

*Peter Brödnert* High Performance Manufacturing – the Need for Comprehensive Change • *Oliver Strohm / Julia K. Kuark* Integral Analysis and Evaluation of Enterprises as a Precondition for Optimal Sociotechnical System Design • *Palle Banke*: Fighting Simple Repetitive Work – a New Leaver to Get Rid of Taylorism • *Ulrich Pekruhl* Firms must Learn to Change their Culture • *Elke Lüders*: Competencies for Participative Work Design • *Hansjürgen Paul*: Mirroring the Organizational Structure: Data Modelling

H. Paul, 1998



Form for direct ordering. Please sign and mail to the IAT or send as a fax to +49.(0)209.1707-110

Please send free

... copies of **Aspects of Integrated Company Renewal (IAT-PB 97-03)**

to:

Institute of Work and Technology  
Science Center North Rhine-Westphalia  
att. Mrs. Doris Steinmann  
Munscheidstraße 14  
45886 Gelsenkirchen  
GERMANY

(Company stamp or address in printed letters)

(Signature)