



## The Importance of Organizational Learning in Change Processes

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GRIN Verlag Dez 2008, 2008. sonst. Bücher. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - Personnel and Organisation, grade: 1.1, European Business School - International University Schloß Reichartshausen Oestrich-Winkel, 16 entries in the bibliography, language: English, abstract: During the last decades, the marketplace for organizations developed gradually from a push market into a pull market. In contrast to the environment years before, where demand was high and supply scarce, today's situation is characterized by an overflow of products whose amount is more than huge enough to satisfy the demand. The resulting customer expectations, as well as the intense international competition, depict an immense challenge for the flexibility of an organization which is operating in this environment. As a consequence of the evolved threats, organizations are forced to adjust quickly and appropriately to new circumstances in order to remain competitive (Alas, 2007; Appelbaum, St.Pierre, & Glavas, 1998, p. 43). Recently the perception of the term organization changed towards the definition given by the new system theory which was mainly proposed by Luhmann (2000). While previous definitions focused on an organization...

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