



Effectiveness

By Negm, Mohamed

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Build an organization system that drives and supports team toward effectiveness | This research study the relations between teamwork, company system and organizational effectiveness as well as investigates the real practices of the examined company system in driving and supporting team toward effectiveness in marketing communications field that relaying on human interactions. The research discusses various definitions of teamwork and team effectiveness and study the value of team effectiveness in marketing communication field with exploring the interrelations between organization system, team and team effectiveness. As well as identify the factors that affect building team effectiveness with focus on organization strategy, leadership role, organization configuration and culture weight. Furthermore the literature investigates some of effectiveness measuring techniques. Research found that company system does not need to be complicated or sophisticated, it should be easy to understand and user friendly as well as company culture should allow freedom, encourage creativity and motivate team and work groups to develop new concepts and new ideas satisfying the customers and markets needs. | Format: Paperback | Language/Sprache: english | 88 pp.



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