## Contents

Foreword	xv
Introduction The Single Most Important Change in Management Today	1
William E. Halal, Ali Geranmayeb, and John Pourdebnad	
New Questions about Old Beliefs 2 Origins of the New Management Paradigm 4 Take an Intellectual Journey Through Internal Markets 8 A Corporate Perestroika for the Information Age 9	
PART ONE THE PERSPECTIVE OF INTERNAL MARKETS	
Corporate Perestroika The Internal Market Economy	15
Russell L. Ackoff	
Macro- versus Microeconomies 18 / Internal Market Economies 18 Public Sector Applications 21 Possible Objections 22 Advantages of an Internal Market Economy 25 Conclusions 26	

2.	The Transition from Hierarchy to What?  Market Systems Are the Paradigm of the  Information Age	2
	William E. Halal	
	The Internal Market Model 29 Information Technology Short-Circuits the Hierarchy 37 Assessing the Pros and Cons 39 Entrepreneurial Management: Working and Leading in an Internal Market 41 The Global Corporation in a Global Economy 46	
3.	Reconsidering "A New Corporate Design"	52
	Jay W. Forrester	
	Commentary on Updating "A New Corporate Design" 54 The Authoritarian Paradigm 54 A Free Enterprise Paradigm 55 Clinging to the Authoritarian Paradigm 55	
	Clinging to the Authoritarian Paradigm 58 Crosscurrents in Transforming Paradigms 63 The Challenge 65	
4.	Internal Markets and Network Organizations	67
	Raymond E. Miles and Charles C. Snow	
	Introduction 68 Evolution of the Network Form 68	
	Causes of Failure in Earlier Organizational Forms 72	
	Potential Causes of Failure in Network Organizations 77	
	Avoiding Failure: Developing the Competence for Self-Renewal 83	
	Conclusions 85	

5.	Internal Markets and Learning Organizations Some Thoughts on Uniting the Two Perspectives	87
	Peter M. Senge	
	Some Qualms 88 Some Suggestions 93 A Metaphor: "Organismic Control" in Social Systems 104	
6.	It's a Great Idea! But  Answers to Commonly Asked Questions about Internal Markets	106
	Ali Geranmayeh and John Pourdehnad	100
	Conclusions 119	
	PART TWO FROM CORPORATE BUREAUCRACY TO INTERNAL ENTERPRISE	
7.	Principles That Make MCI a Dynamic Organization	123
	Bert C. Roberts, Jr. and John H. Zimmerman	
	Promote Individualism 125 Stamp Out Bureaucracy 126 Seek Change as an Opportunity for Success 128 Shape the Environment to Encourage Success 130 The Overpowering Importance of Communication 132 Conclusions 132	
8.	Reintroducing Alcoa to Economic Reality Corporate Parenting of Indulged Departments	134
	John P. Starr	
	Weaning Support Units at Alcoa Separations Technology 135	

	Switching to a Three-Dimensional Internal Market System 137	
	Evolution of the Internal Market Structure 139 Revitalization 141	A 27
	Hopes for the Future 143	
9.	The Executive Office Should Also Be a Profit Center Highlights from a Career at General Motors and Clark Equipment	144
	James R. Rinebart	
	The Decline of General Motors and American Competitiveness 145 Restructuring the CEO's Office at Clark	
	Equipment 148 Conclusions 151	
10.	Lessons in Converting Corporate Staff Units into Profit Centers  The Control Data Business Advisors Story	153
	David M. Noer	
	Overview 154 Roots 155	
	Creating Staff Spin-Offs 156 Organizational Learnings 157	
1	Why It Died 159 Benefits Realized 161	
L	The Pain and Necessity of Culture-Busting 161 Conclusions 163	
11.	Corporate Integrity and Internal Market Economies	
	Experiences with Armco in Latin America	164
	Julio R. Bartol and Ali Geranmayeh	
	Background 165 Organizational Units in Internal Markets 167	

PART THREE BEREER

Criteria Applied in ALAD		168
Conclusions	170	

12.	Decentralizing the Canadian Imperial Bank		
	of Commerce		
	The Metamorphosis of a Sleeping Giant into a		
	Nimble Enterprise		

171

John MacLean

Origins of the Decentralization Strategy 172
Implementing the New Structure 173
Results 175
Conclusions 177

13. How Independent Subsidiaries Tried to Jump-Start Blue Cross/Blue Shield Benefits and Problems of an Internal Market Strategy

181

Joseph Gamble, Michael Sheeban, and Seton Shields

The Internal Market Strategy 182
Benefits of the Reorganization 183
Problems of the Reorganization 186
An Example of the New Subsidiaries 188
Conclusions and Suggestions 190

14. Creating Customer-Focused Research and Development A Plan for Esso Petroleum Canada

194

John Charlton

Background 195
Why an Internal Market? 195
Implementation 197
Criteria for Selection of a Pilot Unit 199
Research and Development as the Pilot Case 200
Conclusions 201

	PART THREE ENTERPRISE IN THE PUBLIC SECTOR	
15.	The New Paradigm of Government  Passing the Torch to a New Administration	207
	James P. Pinkerton	
	The Shift from an Old Paradigm to a New Paradigm 208	
	Principles of the New Paradigm 210 Reclaiming American Creativity 215	
16.	Ten Ways to Turn DC Around	217
	David Osborne	
	Lesson 1: Use Government More to Steer Than to Row 220	
	Lesson 2: Whenever Possible, Inject Competition into Public Service 221	
	Lesson 3: Tie Spending to Results 222	
	Lesson 4: Let People Choose Among Many Service Providers 224	
	Lesson 5: Don't Just Spend Money; Invest It and Measure Your Return 226	
	Lesson 6: Use Goals—Not Rules and Budgets—to Drive Your Organization 227	
	Lesson 7: Decentralize Authority 230	
	Lesson 8: Push Control of Services Out of the	
	Bureaucracy and into the Community 231	
	Lesson 9: Choose Prevention over Cure 232 Lesson 10: Whenever Possible, Use Market	
	Mechanisms Rather Than Administrative Mechanisms 233	
17.	Restructuring the Federal Government	236
	William E. Halal, Charles Blake, and Kathryn Sheldon Hammler	

The Coming Revolution in Government 237

Fee-for-Service in Federal Information

Management 240

Conclusion and Recommendat	ions: Strategies for
Restructuring Government	247

Appendix A New Corporate Design	253
Jay W. Forrester	
Basis for a New Organization 254 Characteristics of the New Organization 255 Analogy to National Economic Structure 273 Implementation of These Proposals 274	
References	276
About the Authors	289
Index	295