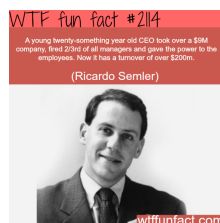
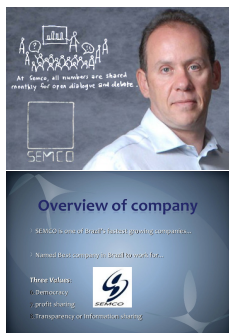


Critical perspectives on organisation theory Ch 4

Examples

Examples?

- **Semco Partners (Ricardo Semler):** <http://www.semco.com.br/en/>
- Could you manage without managers? Could you implement "totally open & transparent communications within your organisation"... & make it work?

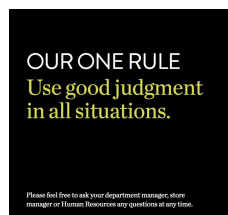
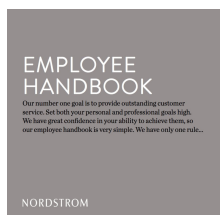


Examples?

Nordstrom: <http://shop.nordstrom.com/>

Is it good to give your employees "Carte Blanche" in how they deal/sell to their customers?
Can a firm exist with just a few rules? Or should they have a detailed Policy & Procedures manual?

- About Us: http://shop.nordstrom.com/c/about-us?cm_sp=corp_-corp_AboutUs_-globalfootemav_aboutus%20
- Case Study: THE NORDSTROM WAY: Inside America's #1 Customer Service Company By ROBERT SPECTOR & PATRICK MCCARTHY: http://cdn2.hubspot.net/hub/155473/files-375011712-pdf/nordstrom_way.pdf
- How Nordstrom Made Its Brand Synonymous With Customer Service: <https://www.shopify.com.au/retail/119531651-how-nordstrom-made-its-brand-synonymous-with-customer-service-and-how-you-can-too> & <https://erply.com/case-study-how-you-can-copy-nordstroms-secrets-to-massive-retail-success/>



Examples?

Valve: Can an organisation succeed by continually changing?

- <http://www.valvesoftware.com/> ; Valve handbook: <http://www.valvesoftware.com/jobs/>
- Case Study: The Dynamic History of Valve. From Game Developer to Console Manufacturer: http://www.adaptivecycle.nl/images/Mini_case_study_Valve.pdf
- Case Study Valve's Flat Hierarchy Isn't for Everyone: <https://www.inc.com/em-maier/i-drunk-the-kool-aid-valve-flat-management.html>
- clark_valve_and_flat_organizational_structure:
- Case Study – Valve "Entering Russia": <http://www.globalcollect.com/resources/case-studies/valve>



Examples?

Honest By: <http://www.honestby.com/>

Is it a good strategy to tell your customers how much profit you made on that item they just purchased from you?

Bruno Pieters' Honest By: a fashion label built on total transparency:

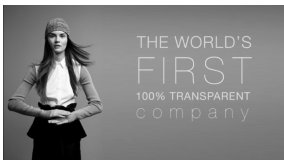
<https://www.theguardian.com/sustainable-business/sustainable-fashion-blog/bruno-pieters-honest-by-fashion-label-transparency>

Bruno Pieters's Honest By: The only way is ethics:

<http://fashion.telegraph.co.uk/news-features/TMG9918892/Bruno-Pieters-Honest-By-The-only-way-is-ethics.html>

Bruno Pieters Creates a Financially Transparent Fashion Label:

<https://www.nytimes.com/2012/02/28/fashion/bruno-pieters-creates-a-financially-transparent-fashion-label.html>



Examples?

- **Cotton On:** <http://www.cottonongroup.com.au/>

Would you 'search' for the exceptional talent & then build a job around them...or go the other way? Would you put your employees through extra unpaid community work and ask them to find a future for the organisation?

- About us: http://www.cottonongroup.com.au/about_us
- Our Communities: <http://www.cottonongroup.com.au/communities>
- COTTON ON GROUP IDEAS FOR TOMORROW Case Study: <http://www.cornwell.com.au/case-studies/cotton-on/>
- Cotton On: The inside story of the retailer's rise to \$1.5b in revenue: <https://www.smh.com.au/business/companies/cotton-on-the-inside-story-of-the-retailer's-rise-to-15b-in-revenue-20150326-1m8e67.html>



Examples?

• Butcher's Sundries Supplier:



A new advertising Campaign to get the "wife" to buy more red meat, & spend more time with the hubby & friends around the barbecue?

Poster 1 or 2? Why?

1.



2.