

Part IV

Organizing for Business Development and Extended Customer Offerings

The theme for this part is the challenges in organizing business relationships when moving into increased complexity. Therefore, the following subthemes are addressed:

- (1) How to organize sociotechnical interfaces when bringing in new technology? We demonstrate this issue from an empirical case study (Chapter 12).
- (2) How to develop enduring operations when managing a variety of solution-oriented business? This is addressed from a conceptual point of departure (Chapter 13).
- (3) How to manage several businesses with diverging requests of organizational support? This is also foremost a conceptual discussion (Chapter 14).