

# Organizing Projects

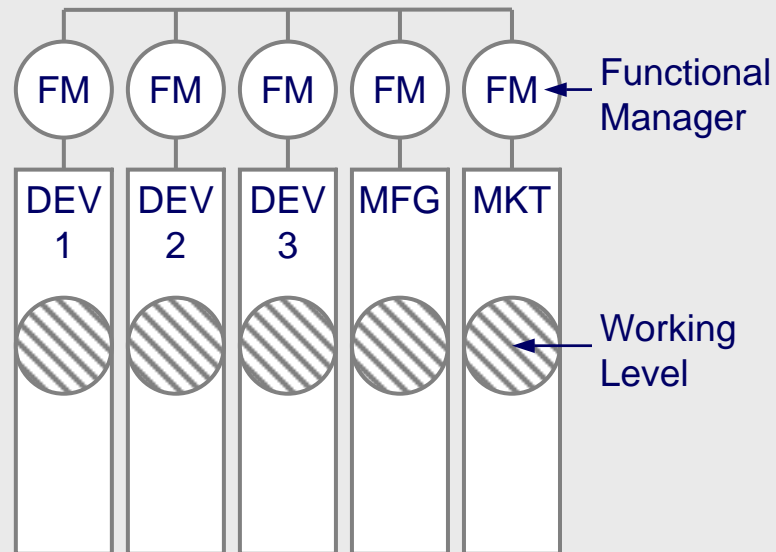
Clark/Fujimoto:  
Product Development Performance, Boston 1991, S. 254

Functional  
Team Structure

Lightweight  
Team Structure

Heavyweight  
Team Structure

Autonomous  
Team Structure



DEV = Development • MFG = Manufacturing • MKT = Marketing



Photo: BMW



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Product Development Performance, Boston 1991, S. 254

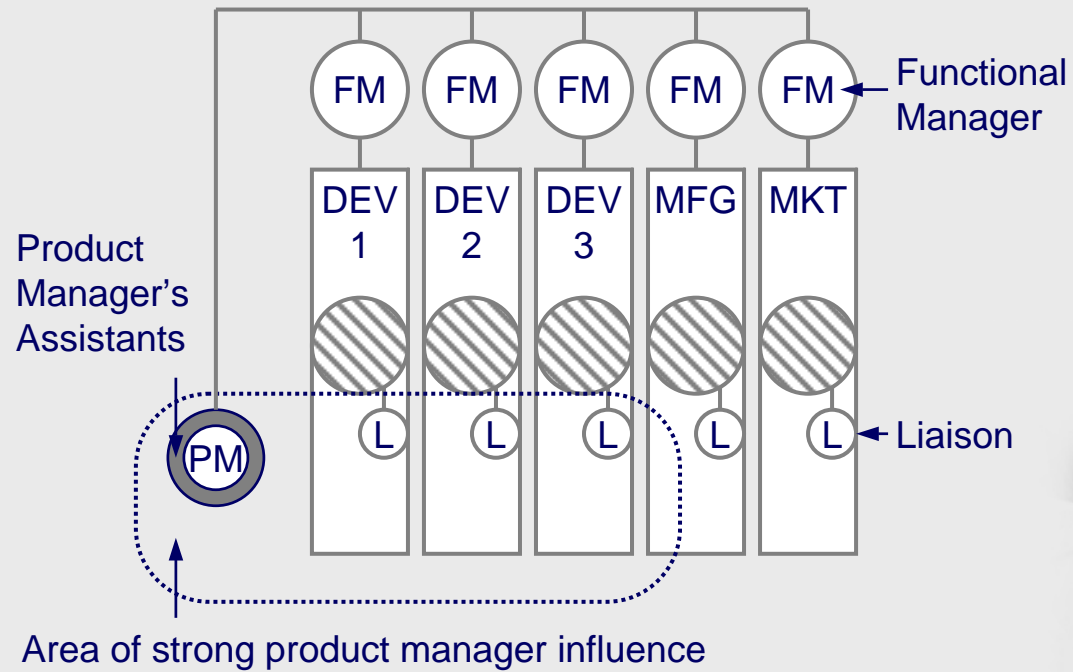
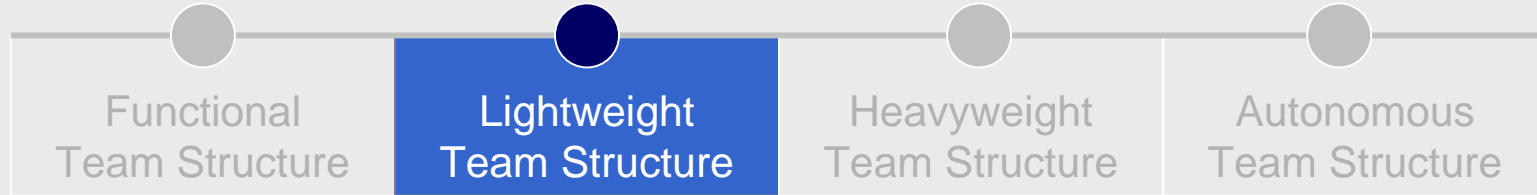
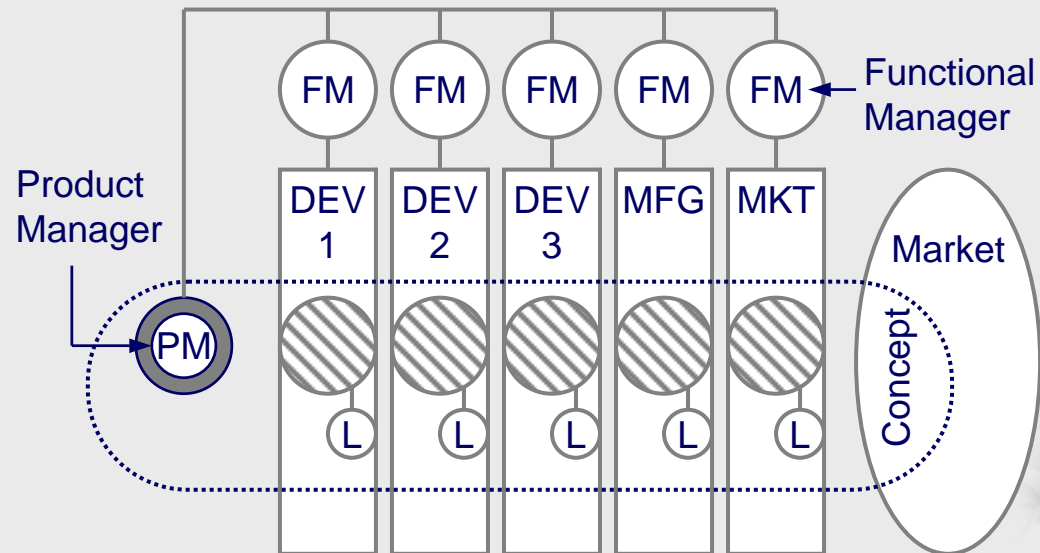
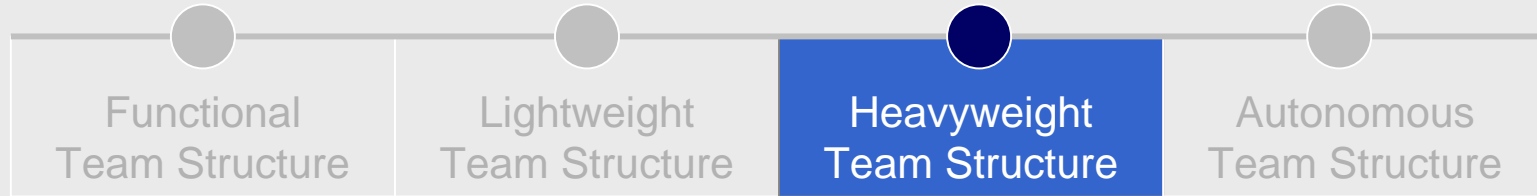


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