

# MANAGEMENT FRAMEWORKS

Aligning strategic thinking  
and execution

*Jacques Kemp, Andreas Schotter  
and Morgen Witzel*

# CONTENTS

<i>List of illustrations</i>	<i>vii</i>
<i>Acknowledgements</i>	<i>x</i>
1 Too complex to manage?	1
2 The architecture of an organization	21
3 Planning for frameworks	41
4 The portfolio driver	64
5 The marketing driver	76
6 The organizational driver	97
7 The operational driver	118
8 The reputation driver	139
9 The financial driver	158

**vi** Contents

10	Performance excellence	172
11	Connecting the dots	182
	<i>Notes</i>	190
	<i>Bibliography</i>	196
	<i>Index</i>	200