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978-0-521-68278-7 - Outsourcing: Design, Process, and Performance

Michael J. Mol

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## *Outsourcing*

Outsourcing has become one of the key restructuring tools for companies seeking to boost their growth and business performance. As the outsourcing phenomenon has mushroomed, so a range of academic studies have sought to define and describe a unifying theoretical model. *Outsourcing: Design, Process, and Performance* draws upon managerial, economic, sociological, historical, and psychological perspectives to bring about a new understanding of how outsourcing design and the outsourcing process feed into the performance of firms. Blending empirical insights from a range of international cases and large-scale statistical tests with existing theoretical perspectives, the author argues that a negative curvilinear relationship exists between outsourcing and firm performance. A critical analysis of current outsourcing strategies, together with a discussion of future trends, offers a new agenda for academic researchers and business managers alike.

MICHAEL J. MOL is Senior Lecturer in Strategic Management, University of Reading Business School. He is also Visiting Researcher at the Management Innovation Lab, London Business School.

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## Design, Process, and Performance

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For my big little brother

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