

## 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).