Chapter XVI

Managing a Virtual Organization

As the business environment becomes more dynamic and virtual teams become more prevalent, organizations cease being physical groupings of people and transform into functional groups that are spread geographically. The virtual organization, like the virtual team, takes advantage of distributed expert knowledge and cost efficiencies. But like managing a virtual team, managing a virtual organization presents some challenges. Town hall meetings, coffee talks, organizational announcements, beer bashes, celebrations, and motivational events all require clever alternatives to the traditional face-to-face events.

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