



## Managing in the Modular Age: Architectures, Networks, and Organizations

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This book brings together seminal articles by leading scholars of technological and organizational systems, exploring the impact of 'modularity'. Modularity refers to an ability to take apart and put together different products and networks, or to 'mix and match' components in order to meet different user specifications. This is of key importance today where new systems such as the World Wide Web and many areas of the computer industry depend on it. The volume pulls together and defines an exciting new area of inquiry: into how our 'modular age' is reshaping the business eco-system.

- Includes contributions from leading scholars of technology and organization
- Modularity refers to an ability to take apart and put together different products and systems, or to 'mix and match' components in order to meet different user specifications.
- Consolidates and defines an area of inquiry that is becoming increasingly important with the development of web-based and 'network' industries.
- Sensitizes readers to the complexity of issues surrounding new modular products and systems created by e-business
- Encourages readers to make connections among different levels and disciplines.
- Initiates a debate around issues of modularity.
- Includes a commentary co-authored by the late Nobel Laureate Herbert A. Simon to whom the book is dedicated.

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### Editorial Review

#### Review

"This is a very topical issue... and this reader will be very welcome.... The list of people that the editors have lined up is simply outstanding. Their work in this area and their updates will be invaluable." *Professor Peter Karnoe, Copenhagen Business School*

"The selection of readings is good, and it is pertinent: modularity is becoming an increasingly important subject." *Professor Max Boisot, ESADE, Spain*

#### From the Back Cover

There is increasing interest in modularity in the midst of our ongoing electronic revolution. To understand the implications of modularity across technological, organizational, and institutional contexts, the editors have brought together in one place seminal articles on architectures, networks, and organizations.

These articles address modularity from a variety of disciplinary perspectives and from multiple levels of analyses. The applicability of original insights to contemporary business environments as well as updates are summarized in fresh commentaries by each author.

The volume itself is designed to be modular. At the same time, it has been designed to highlight key interdependencies across the concepts of modularity, networks, architectures, and organizations. Readers are encouraged to make connections among different domains and to formulate new research questions and hypotheses.

The book includes a commentary co-authored by the late Nobel Laureate Herbert A. Simon, to whom the book is dedicated.

#### About the Author

**Raghu Garud** is Associate Professor of Management and Organizational Behavior at Leonard N. Stern School of Business, New York University. Besides authoring many articles on modularity that have been published in leading management journals, Raghu has co-edited and co-authored several books, including *Path Dependence and Creation* (2001), *The Innovation Journey* (1999), and *Technological Innovation: Oversights and Foresights* (1997). He was Program Chair for the Technology and Innovation Management Division for the 2001 Academy of Management meetings.

**Arun Kumaraswamy** is Assistant Professor of Management at the School of Business – Camden, Rutgers University. He has published several papers on modularity and standards in journals such as the *Academy of Management Journal* and the *Strategic Management Journal*.

**Richard N. Langlois** is Professor of Economics at the University of Connecticut. He is the author of numerous articles and books, including *Firms, Markets, and Economic Change: A Dynamic Theory of Business Institutions* (1995). His history of the microcomputer industry won the Newcomen Award as the best article in *Business History Review* in 1992.

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