



# Uniting Diverse Organizations: Managing Goal-Oriented Advocacy Networks (Routledge Studies in Business Organizations and Networks)

*Angel Saz-Carranza*

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Networks are made up of organizations. Often a central unit, or "Network Administrative Organization" (NAO), manages an entire network of organizations that collaborate to achieve an overall network-level goal. Goal-directed networks are those that come together to achieve a shared objective, in addition to the individual organization-specific goals. This book's focus is on the management of goal-directed networks.

Despite the fact that formalized goal-directed interorganizational networks have become extremely popular in the public and nonprofit sectors, as many social problems require concerted action, publications on managing goal-directed networks do not exist. In this book, author Angel Saz-Carranza examines four networks that differ by size, scope, and geographical location. He offers a novel and innovative framework focusing on networks' inherent internal tensions between unity and diversity, paralleling the differentiation/integration tension found in organization theory, which has not previously been applied to interorganizational networks.

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