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Sommario/riassunto

Effective management is crucial to the success of network organizations and can reduce the risk inherently associated with cooperative strategy. This contributed volume addresses the management of network organizations from both theoretical and practical perspectives, as well as an international standpoint in the form of selected cases from various Central European countries. The authors claim that without some type of network management. irrespective of the type of network, it is impossible to effectively compete with other companies and/or networks. As network organizations are representative of a broad range of possible network types, i.e. alliance networks, clusters, outsourcing, and virtual organizations, this book presents various perspectives on the management of network organizations. The book features articles from different scholars who have practical experience in network organizations, written in simple and easy-to-follow language, with a wide application of practical cases. Given its successful combination of theory and practice, together with the nature of the texts presented, the book offers a valuable resource for a broad readership, including scholars, managers and management science students.