

1. Record Nr.	UNINA9910298507903321
Titolo	Interfirm Networks : Franchising, Cooperatives and Strategic Alliances / / edited by Josef Windsperger, Gérard Cliquet, Thomas Ehrmann, Georg Hendrikse
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-10184-6
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (320 p.)
Disciplina	330 338.6 381 658.1
Soggetti	Organization Planning Production management Industrial organization Sales management Globalization Markets Operations Management Industrial Organization Sales/Distribution Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Franchising Networks -- Cooperatives -- Strategic Alliances.
Sommario/riassunto	The organization of interfirm networks, such as alliances, cooperatives, franchise and retail chains, has become an important research topic in the field of economics, marketing, strategic management, and organization theory. This book contributes to the literature on formal and informal inter-organizational governance by providing new insights on contract design, ownership, evolution of cooperation, role

of social capital and performance in franchising networks; includes topics of loyalty, reputation and organizational form as well as performance of cooperatives, and discusses the relationship between formal and relational governance in alliances, governance structures of innovation activities, dynamics of interfirm conflicts, and network externalities and alliance formation.

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