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Sommario/riassunto	This book explores customer-supplier relationships in B2B markets, focusing on interaction between parties. Drawing on three fields of research - studies of relationships in marketing, social interactionism in sociology, and sense-making in social psychology - the author explores the concepts and roles of actors in business relationships and how the behaviour of actors within an interaction affects the development of those relationships. Based on a review of prior research and an original empirical study, the author argues that the presence of continuous close relationships between customer and supplier organizations bestows features of a business network on B2B markets, with distinct interdependencies and ubiquitous interactions. Exploring buyer-seller interactions, the author contends that actors' mutually

perceived identities - continuously emergent and relationship-specific - are the main factor in the development of business relationships and discusses the implications for management practice and research.

Antonella La Rocca is Associate Professor at Rennes School of Business, France, where she teaches B2B marketing. She is an Associate Editor of the Journal of Business and Industrial Marketing and on the board of the Association for Key Account Management. Her main research interests are innovation, entrepreneurship, and sales in business markets. She has co-edited volumes on innovation in healthcare and new business venturing, and is the author of several publications in Industrial Marketing Management, Management Decision and the IMP Journal. .
