

1. Record Nr.	UNINA9910449854903321
Titolo	The industrial marketing and purchasing group and international marketing [[electronic resource] /] / guest editor, David Ford
Pubbl/distr/stampa	[Bradford, England], : Emerald Group Pub., 2004
ISBN	1-280-51509-0 9786610515097 1-84544-366-7
Descrizione fisica	1 online resource (104 p.)
Collana	International marketing review ; ; v. 21, no. 2, 2004
Altri autori (Persone)	FordDavid
Disciplina	658.8
Soggetti	Industrial marketing Marketing Export marketing Electronic books.
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	CONTENTS; EDITORIAL ADVISORY BOARD; Abstracts and keywords; French abstracts; Spanish abstracts; Guest editorial The IMP Group and international marketing; Partnering and relationships within an international network context; Integration of relationships and business network development in the Russian transition economy; International business-relationship triads; Activating trust: the redefinition of roles and relationships in an international construction project; Values, trust, and commitment in business-to-business relationships The political embeddedness of international business networks
Sommario/riassunto	This paper uses an empirical study of the collaborative business relationships between Opel Portugal as a subsidiary the American automotive manufacturer General Motors and its Portuguese-based direct suppliers (PBDS) as a means of exploring the contributions of the three research traditions of supply chain management, multinational theory and, crucially, the role of the IMP approach. Within this research, the supply chain management concept of partnering is used to provide a bridge between the dyadic and network perspectives. Also, due to its potential in describing complex business networks

