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CONTEXTS: WORKING TRIADIC RELATIONSHIPS; INTRODUCTION;
ADAPTATION IN TRIADIC RELATIONSHIP SETTINGS; RESEARCH DESIGN
AND METHOD; ADAPTATION IN TRIADIC RELATIONSHIP SETTINGS IN
CORPORATE TRAVEL MANAGEMENT
CONCLUDING DISCUSSIONREFERENCES; HOW DO MANAGERS SEE IT?
CAPTURING PRACTITIONER THEORIES VIA NETWORK PICTURES;
INTRODUCTION; A BRIEF INTRODUCTION TO THE IMP GROUP
TRADITION; NETWORK PICTURES AS THE PICTURING BY ACTORS OF THE
BUSINESS NETWORK; NETWORK PICTURES AS A RESEARCH TOOL;
PREVIOUS RESEARCH ON NETWORK PICTURES; RESEARCH DESIGN AND
METHOD; MAIN FINDINGS AND DISCUSSION; DISCUSSION AND
CONCLUSION; REFERENCES; APPENDIX: TEMPLATE OF THE GUIDE USED
FOR THE DATA COLLECTION (IN RAMOS & FORD, 2011)

Sommario/riassunto

Relationships of individual and groups among three-plus firms represent the cornerstone concept in business-to-business (B2B) contexts. The three-plus firms include manufacturer-supplier to manufacturer-customer to distributor-customer, and facilitators (e.g., transportation and management consulting firms). The common thread of the five papers in this volume is that making sense and achieving deep knowledge of three-plus B2B relationships are necessary antecedents for achieving high operating effectiveness, high (on-time) efficiency, and sustaining profits for each firm in these relationships
