Record Nr. UNINA9910809431203321 The industrial marketing and purchasing group and international **Titolo** marketing / / guest editor, David Ford Pubbl/distr/stampa [Bradford, England], : Emerald Group Pub., 2004 **ISBN** 1-280-51509-0 9786610515097 1-84544-366-7 Edizione [1st ed.] 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** Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali 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