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Descrizione fisica	1 online resource (1 volume) : illustrations
Collana	Innovation, entrepreneurship and management series. Innovation and technology set ; ; 3 THEi Wiley ebooks
Disciplina	658.044
Soggetti	Strategic alliances (Business) Cooperation Competition
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	From traditional forms of cooperatoin toward new collaborative practices -- Cooperation and transaction costs theory -- Cooperation, open innovation and property rights -- Agency theory and strategic alliances -- Strategic alliances in R & D and market power -- From cooperation to coopetition -- Theoretical principles of inter-firm cooperation : RBV approach -- Firm multinationalization, cooperation and territorialized inter-organizational networks -- Evolution of strategic alliances in the context of digital transformation.
Sommario/riassunto	In presenting the concepts and the logical structure of the reasoning offered by game theory and their applications, the book explains the rational process of decision making in the framework of firm management and market competition. The book will expose both general teachings and a comprehensive analysis applied to specific case studies of various sectors of the economy.