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Titolo	Field guide to case study research in business-to-business marketing and purchasing // edited by Hugh M. Pattinson, Roger Marshall, Arch G. Woodside
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Altri autori (Persone)	WoodsideArch G PattinsonHugh MarshallRoger
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Deal-making negotiations by governments and major product suppliers : a case study of the U.S. Department of Defense and Airbus vs. Boeing / Michael Kleinaltenkamp, Ronny Behrens, Stefanie Reh -- The parable of a little research : making money from an internet trading portal / Roger Marshall, Poh Tze Peng -- Building relationships for survival : coping media industry dynamics / Thomas Mejtøft -- Barriers to innovation diffusion in industrial networks : a systematic combining approach / Juho-Petteri Huhtala ... [et al.] -- Using discourse analysis in case study research in business-to-business contexts / Nick Ellis, Michel Rod -- Ethnographic research in service marketing : theory, methods, and practice / Catharina von Koskull -- A primer to the general theory of behavioral : strategies in business-to-business marketing / Arch G. Woodside -- B2B interactions at trade fairs and relationship quality : a conceptual approach / Maria Sarmiento, Cláudia Simões, Minhoo Farangmehr -- Implementing strategic changes to

generate sustainable competitive advantage / Rubén Llop, Iñaki García-Arrizabalaga -- Making sense of marketing decision systems through pictorial representation : decision system analysis / Roger Marshall, David Bibby, WoonBong Na -- New B2B methods, techniques, and technologies for capturing insights of major account managers : developing B2B communities for energy supply / Suresh C. Sood, Hugh M. Pattinson -- Factors driving manufacturing flexibility : the Taiwanese case / Wen-Hsiang Lai, Roger Marshall -- Using case based research for agent-based modelling / Sharon Purchase, Sara Denize, Doina Olaru.

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Sommario/riassunto

This accessible field guide covers practical steps and contributes to behavioral theory by reporting intricate details on the strategies implemented by business-to-business firms within an inter-firm context. The coverage is deep, broad, and unique--the authors of the 14 papers all adopt the understanding that researchers need direct viewing--'eyes-on-the-context'--that goes beyond the use of paper-and-pencil 5-point and 7-point survey items to achieve accurate descriptions of how decisions are made and progress achieved. Following the customary introductory chapter, the titles of the 13 remaining chapters promise the reader new insights and tools to apply when studying B2B contexts. This new volume in the Advances in business marketing and purchasing series is a must for B2B scholars and executives.

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