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| 1. Record Nr.           | UNINA9910822159203321  |
| Titolo                  | Organizational learning and industrial marketing [[electronic resource] /] / guest editor, G. Thomas M. Hult   |
| Pubbl/distr/stampa      | Bradford, England, : Emerald Group Publishing, c2002   |
| ISBN                    | 1-280-47921-3<br>9786610479214<br>1-84544-668-2  |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (100 p.)   |
| Collana                 | Journal of business & industrial marketing ; ; v.17, no. 4   |
| Altri autori (Persone)  | HultG. Tomas M   |
| Disciplina              | 658.3124   |
| Soggetti                | Industrial marketing<br>Organizational learning  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di contenuto       | Contents; Abstracts and keywords; Guest editorial; Managing the market learning process; Market-based success, organizational routines, and unlearning; Managing the paradox of inter-firm learning; A longitudinal study of the learning climate and cycle time in supply chains; Internet currency |
| Sommario/riassunto      | About the Guest Editor G. Tomas M. Hult is Director of the InternationalBusiness Center (e-mail: hult@msu.edu; www.globaledge.org) andAssociate Professor of Marketing and Supply Chain Management in the EliBroad Graduate School of Management at Michigan State University.                       |