

1. Record Nr.	UNISA996321645903316
Titolo	Folia histórica del nordeste
Pubbl/distr/stampa	Resistencia, Corrientes [Argentina], : Instituto de Historia, Facultad de Humanidades, Universidad Nacional del Nordeste [and] Instituto de Investigaciones Geohistóricas, Conicet, Fundanord
Descrizione fisica	1 online resource
Soggetti	Economic history Population Social conditions Periodicals. Argentina Economic conditions Periodicals Argentina Social conditions Periodicals Argentina Population Periodicals Argentina
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

2. Record Nr.	UNINA9910956907003321
Titolo	Deep knowledge of B2B relationships within and across borders // edited by Arch G. Woodside, Roger Baxter
Pubbl/distr/stampa	Bradford, : Emerald Group Publishing Limited, 2013
Edizione	[1st ed.]
Descrizione fisica	1 online resource (390 p.)
Collana	Advances in business marketing and purchasing, , 1069-0964 ; ; v. 20
Altri autori (Persone)	WoodsideArch G BaxterRoger <1944->
Disciplina	658.049
Soggetti	Business & Economics - Marketing - Industrial Business & Economics - Purchasing & Buying International business Sales & marketing management Business networks Industrial management International business enterprises - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The impact of national culture on western industrial buyer-seller relational process models / Anna Kaunonen -- Developing Guanxi relations / Anna Kaunonen -- The development of industrial buyer-seller relations in a Chinese context / Anna Kaunonen -- Adaptation in business contexts : working triadic relationships / Holma Anne-Maria -- How do managers see it? Capturing practitioner theories via network pictures / Carla Ramos, David Ford.
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. As the titles of the five papers imply, reading the volume provides deep insights into the specifics of how high performing three-plus B2B relationships influences these three major objectives of the firm : National cultures? Impacts on Western industrial buyer-seller relational process models; Developing Guanxi relations; Industrial buyer-seller relations in a Chinese context; Adaptation in business contexts; Working triadic relationships; How do managers see it? Capturing practitioner theories via network pictures.
