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Chapter Eight: Developing Countertrade Networks; 8.1. What Is Countertrade?; 8.2. Countertrade Networks in Indonesia; 8.3. The Countertrade Network of an Indonesian Focal Company; 8.4. Development of Countertrade-Based Exchange Relationships; 8.5. Bonds, Power and Change in the Countertrade Network; Chapter Nine: Experiential Network Knowledge in International Consultancy; 9.1. Objectivity in International Technical Consultancy; 9.2. Technical Consultancy Firms-Services and Relationships 9.3. Experiential Knowledge in Technical Consultancy Networks

Sommario/riassunto

The book introduces a unique and innovative perspective for the study of international business networking. In contrast to the standard construction of models for optimal strategic decision-making, the essays in this book emphasise interpretation, learning by doing, trust and co-operation in the international business community. The editors focus upon business relationships within and between firms as well as the importance of middle management in the international arena.
