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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- Introduction -- Chapter 1. Setting Up in a Rural Environment: A Sustainable Strategic Management Approach -- 1.1. Introduction -- 1.2. High stakes for territories... and companies -- 1.2.1. "Metropolization" and "clusterization" -- 1.2.2. Territory: a simple variable adjustment? -- 1.3. What is the strategic relevance of setting up in a rural environment? -- 1.3.1. Responsible strategic management and differentiation -- 1.3.2. The territory: the backbone of the strategic project -- 1.4. A textbook case study: the Institut de Tramayes -- 1.4.1. The project -- 1.4.2. Discussion: what is at stake? -- 1.5. Conclusion -- 1.6. References -- Chapter 2. Organizing a Network of Actors to Preserve and/or Enhance the Common Resource -- 2.1. Introduction -- 2.2. Territory and the common resource -- 2.3. The common resources and the network -- 2.4. Two case studies on territories managing a networked common resource -- 2.4.1. A distributed network: the case of corn production in Alsace -- 2.4.2. A daisy chain network: a case study on the Noirmoutier cooperative --

2.5. Conclusion -- 2.6. References -- Chapter 3. Building Collective Environmental Action Within Territories -- 3.1. Introduction -- 3.2. Inter-organizational relations and air quality policies: an appraisal of collaborative strategic management

Sommario/riassunto

This book explores the dynamics of territorial innovation and entrepreneurship, focusing on sustainable management, network organization, collaborative environmental action, and ecosystem development within various territories. The authors provide case studies and theoretical insights into strategic management practices in rural and urban settings, aiming to enhance competitiveness, innovation, and sustainability.
