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Autore	Boyce Gordon <1954, >
Titolo	Co-operative structures in global business : communicating, transferring knowledge, and learning across the corporate frontier // Gordon H. Boyce
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the New South Wales Bottle Co., 1909-80; Hollywood networks, 1970-99; Conclusion: inter-firm relationships; Notes; Bibliography; Index

Sommario/riassunto

Using a series of twelve historical case-studies that are based on extensive archival research, this book explains why firms succeed or fail in communicating or transferring knowledge and discovering new expertise. By analysing how workable trade-offs between opposing forces have been achieved in the past, this study provides a set of guidelines for executives who embark upon inter-firm projects.

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Autore

BENTZEN, Aage

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Daniel / von Aage Bentzen

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