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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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ISBN	1-134-60610-9 1-280-32645-X 0-203-25218-7 0-203-18767-9
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Nota di contenuto	Book Cover; Title; Contents; List of figures and tables; Preface; The theoretical and historical context; Agency agreements in international business: dynamic model of shipowner agent relations, 1870 1939; A family-based network: the Holt Swire Scott connection, decision-support systems and staff development, 1860 1970; A multinational joint venture: the Orient Paint, Varnish and Colour Co., 1932 49; A purchasing co-operative: the Steel Manufacturers' Nickel Syndicate, 1901 39; A licensing pyramid: John Brown Company and International Curtis Marine Turbine Company, 1908 29 A technology transfer agreement: Babcock Wilcox, 1880 1970Learning within an inter-organisational group: the Union Steamship Co. and oil propulsion, 1912 39; A joint exploration venture: Western Mining Corporation and Hanna/Homestake, 1960 72; Contracts based on knowledge: the J. Walter Thompson Company and Unilever compounding intangible assets, 1900 70; An Australian supplier chain:

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.

## 2. Record Nr.

Autore

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Titolo

BENTZEN, Aage

Pubbl/distr/stampa

Daniel / von Aage Bentzen

Tübingen, : J.C.B. Mohr ( Paul Siebeck), 1952

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Soggetti

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