



Networks in International Business

Managing Cooperatives, Franchises and Alliances

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Details

This contributed volume focuses on the management and governance of international business networks (IBN). Specifically, the chapters refer to theoretical, conceptual, empirical, and case study papers from all areas in economics and management of IBN. These include cooperatives, franchising, retail chains, strategic alliances, public-private partnerships and new network forms in the digital economy.

This book is ideal for researchers and strategists who are keen to improve their understanding of the latest developments in the field.