Managing Business Networks: An Inquiry into Managerial Knowledge in the Multimedia Industry

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Business networks are a vital yet often misunderstood phenomenon in modern business life. Knowledge about their management principles is paramount, and the processes of how managers develop network knowledge is one of the most important challenges for the success of these new organizational forms. This book builds on the rich literature on organizational learning and modern approaches of knowledge management. The link between scientific and practical knowledge is analyzed, and processes of knowledge development are empirically investigated in the multimedia industry. The author draws on previous work in joint venture research and business consulting and suggests a new approach to the understanding of business networks.

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