



Strategy and Governance of Networks: Cooperatives, Franchising, and Strategic Alliances (Contributions to Management Science)

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The book emphasizes research in economics and management of networks as an interdisciplinary field by offering new theoretical perspectives and presenting new empirical results on strategic and governance structure issues in cooperatives, franchising networks, alliances, joint ventures and venture capital relations. The authors apply different theoretical views on networks, such as transaction cost theory, property rights theory, resource- and knowledge-based theory, evolutionary theory, information richness theory and social exchange theory.

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