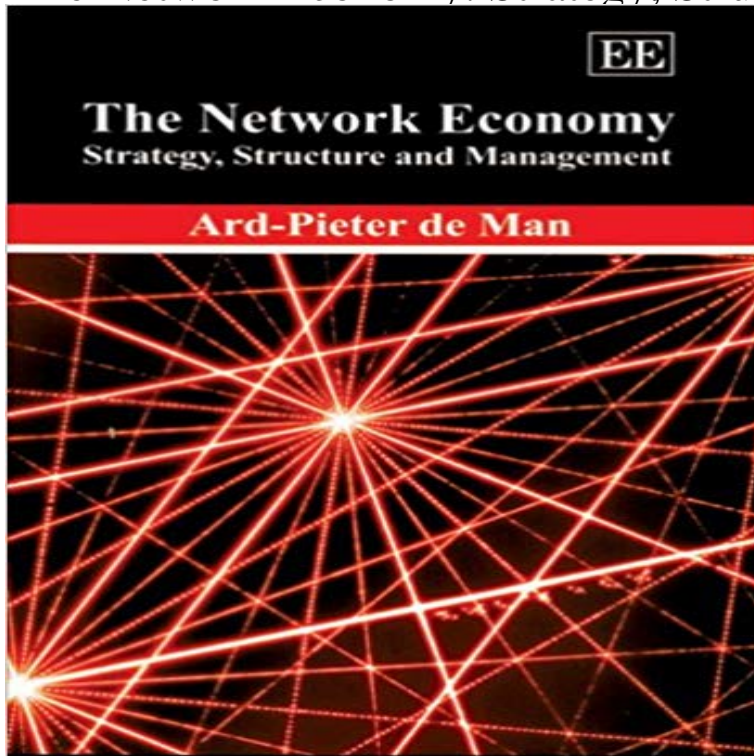


The Network Economy: Strategy, Structure and Management



With an ever increasing number of relationships between different companies, overseeing a portfolio of strategic alliances has become one of the most challenging tasks for managers. Indeed, the network, rather than the individual firm, has become the most relevant and effective form of organization in the economy. By integrating the most recent academic literature with practical new insights, this book develops a framework that will help both managers and academics to understand the intricate workings of the network economy.

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