Organizational Culture, Business-to-Business Relationships, and Interfirm Networks

Advances in Business Marketing and Purchasing

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About the Book

This volume provides in-depth understanding about business-to-business (B2B) and organizational relationships. Studies included identify real-life relationship paradoxes and explain how firms manage - not solve - these paradoxes. Two research reports are the result of three years of intensive face-to-face data collection of how interfirm relations form, operate, and change. They include unedited direct quotes from suppliers, focal firms, and customers on their interfirm relationships and provide a profound understanding of quality relationships. Additional articles include: Discourses in Organizational Culture; Organizational Innovation and Outcomes in SMEs; Anatomy of Relationship Significance; a review of Markets-as-Networks Theory; and Meta-theories in Research. The volume highlights that making mistakes is inherent in organizational innovations and understanding how organizations work through such mistakes is an important key to understanding success versus failure in innovation outcomes. It provides rich descriptions on how B2B networks form, function and develop and is for readers who want to delve into how B2B relationships actually work and, frequently, do not work.