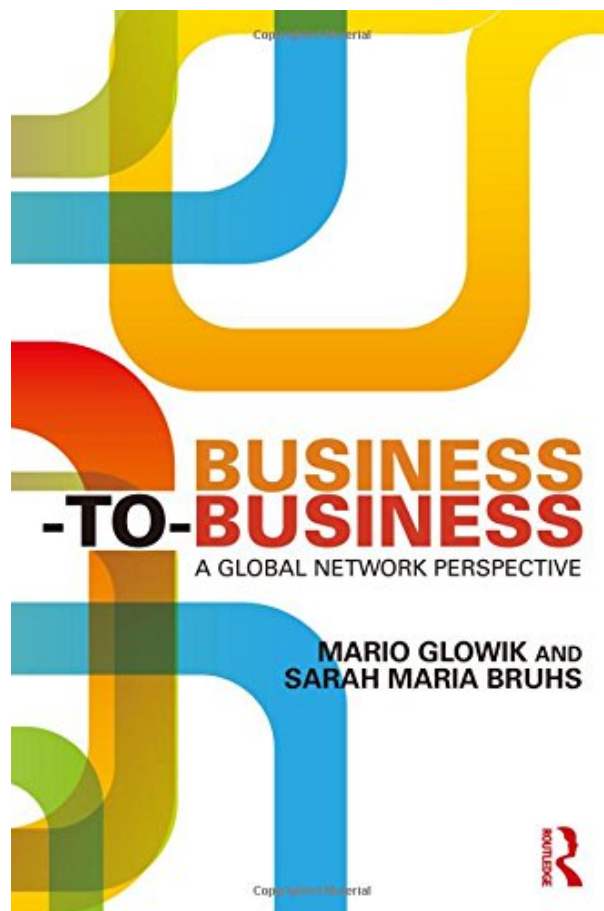
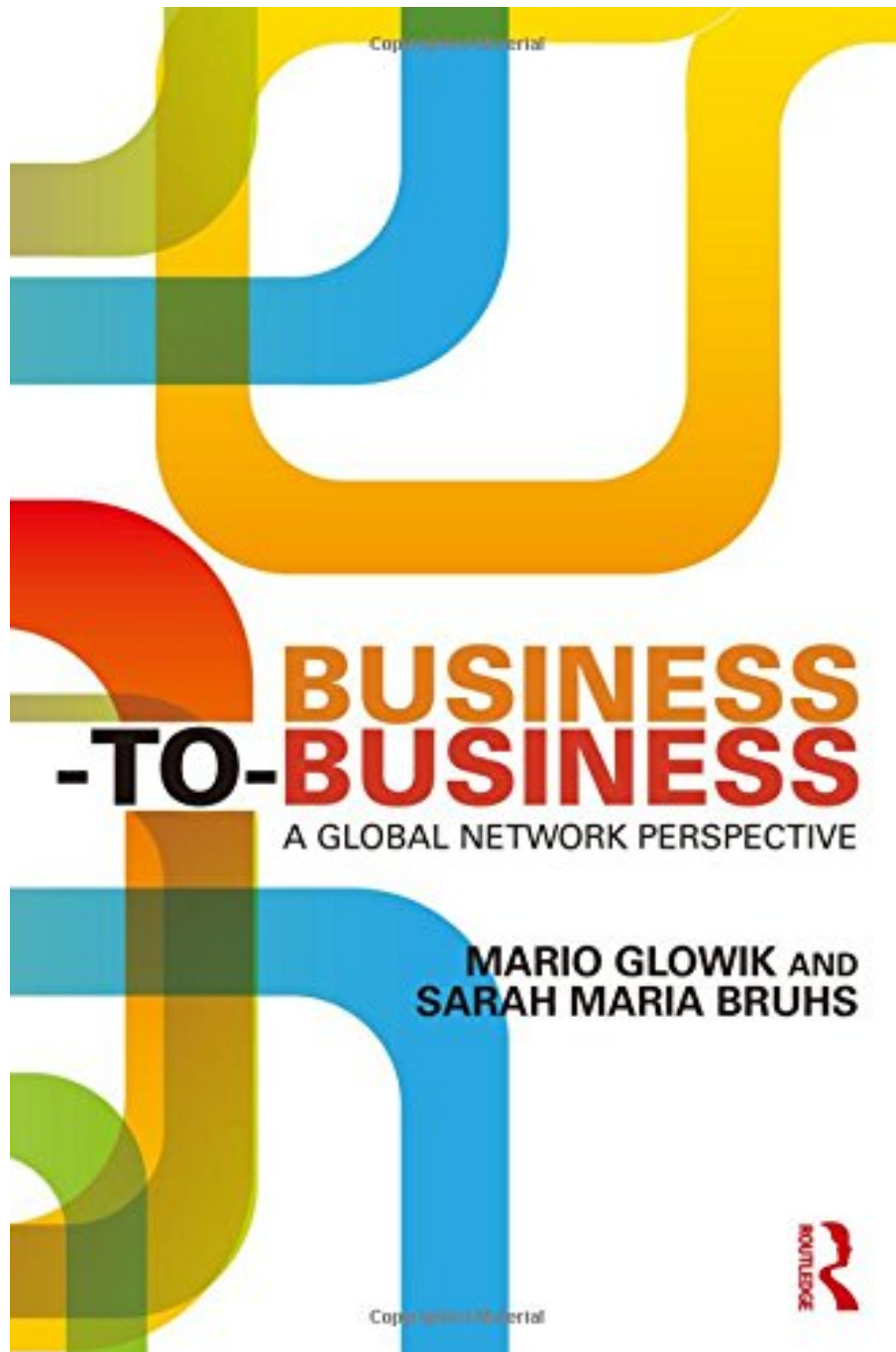


**BUSINESS-TO-BUSINESS: A GLOBAL  
NETWORK PERSPECTIVE BY MARIO  
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## Review

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'Applause to Mario and Sarah Maria's book! It thoroughly understands the B2B market, both academically and pragmatically, and is theoretically rigorous, yet still highly readable. Mario and Sarah Maria's book gives us not only what happened, but also why it happened in international B2B markets. It is the prominent, nothing else.'

Masaaki Takemura, Professor, Meiji University, Japan

'Business students, researchers as well as practitioners will find valuable insights into concepts of and mechanisms in business-to-business networks in a global marketplace. Conceptual clarity, illustrative examples and comprehensive case studies make this textbook an indispensable resource for the field of business-to-business marketing and management.'

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'Business-to-Business from a network perspective is a useful resource for any practitioner or student of international business. Explanatory theories are well balanced against insightful cases illustrating the multilevel complexities inherent in dynamic business networks.'

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About the Author

Mario Glowik is Professor of International Strategic Management at the Berlin School of Economics and Law, Germany.

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Contemporary business-to-business (B2B) industries consist of networks of customers, competitors and other stakeholders. Firms which manage their relationships with these important stakeholders are more likely to enjoy a sustained competitive advantage in the international business environment. This book is the first to provide a comprehensive overview of the field from a broad and accessible perspective.

The authors bring an authoritative, scholarly understanding to the subject, taking readers through the entire process of creating, developing and maintaining B2B networks. Case studies illustrating each chapter include: Apple, Panasonic, Johnson & Johnson, Epson and Samsung.

In providing a single and explicit established academic framework for understanding business networks in a global setting, this book is vital reading for students and researchers involved with international management, international marketing and strategic management.

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