## **Strategic Networks**

## Learning to Compete

Edited by

Michael Gibbert Thomas Durand



## **Contents**

Not	es on Contributors "	ix
List	of Figures	xiii
List	of Tables	xiv
Fore	Foreword	
Yve	s Doz	
Ack	nowledgments	xvii
Intr	oduction	1
Tho 1	omas Durand and Michael Gibbert Knowledge Types and Knowledge Management Strategies Hari Bapuji and Mary Crossan	8
2	Learning to Compete or Struggling to Survive? Objectives and Outcomes of Scale and Link Alliances  Pierre Dussauge, Xavier Castaner, and Bernard Garrette	26
3	Teaching in Supplier Networks  Lars-Erik Gadde and Hdban Hdkansson	40
4	On the Challenges of Buyer-Supplier Collaboration in Product Development Projects  Stephan M. Wagner and Mar-tin Hoegl	58
5	Observing the Learning Process in an Interfirm Team Thomas Durand	72
6	Consocia et impera: How French and Italian Fabric Producers Cooperate to Conquer the "Dominant Design" in the Fashion Industry Diego Rinallo, Francesca Golfetto, and Michael Gibbert	88
7	Online Social Networks and Knowledge Exchange Siyuan Huang and Gerardine DeSanctis	107
8	Bramble Bushes in a Thicket: Narrative and the Intangibles of Learning Networks  Cynthia F. Kurtz and David J. Snowden	121

## viii Contents

9	Competing and Collaborating in Networks: Is Organizing Just a Game? <i>Max Boisot and Xiaohui Lu</i>	151
10	Networks and Some Limits to Managing Them /. C. Spender	171
Inde	ndex	