



Revising concepts for interfirm collaboration

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Diplom.De Mai 2003, 2003. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diplomarbeit aus dem Jahr 2003 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, European Business School - Internationale Universität Schloß Reichartshausen Oestrich-Winkel (Betriebswirtschaftslehre), Sprache: Deutsch, Abstract: Inhaltsangabe:Abstract: Technical advances and strategic reconsiderations in the Business-to-Business (B2B) market have led companies to meet new challenges with innovative forms of collaboration. Since 1999, industrial organizations have separately attempted to enable common interfirm trade with the help of online trading platforms and e-marketplaces. In most industries, the use of these platforms has been reduced to low numbers of intra-industry transactions between first-movers and strategic visionaries. Despite their damped optimism, companies' readiness has progressed along with the market potential. Tackling the initial weaknesses, an integrative B2B trading network that is based on true interoperability and openness is now well-positioned to exploit this increased potential. At the example of Eastman Chemical Corporation, this paper analyzes the possibilities of creating a completely revised interfirm collaboration network. Inhaltsverzeichnis:Table of Contents: Index of figuresIII Index of tablesIV List of abbreviationsV 1.Introduction1 1.1Statement of purpose1 1.2Research focus and goal2 1.3Outline2 2.The case...



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