



The evolution of competitive strategies in global forestry industries : comparative perspectives /

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Springer,
2006

Monografía

This book presents an analysis of the evolution of competitive strategies within the forestry industry. Although the discussion takes place in a relatively narrow field of business on the global scale, the argument is that the chosen context serves as an illustrative setting for a discussion related to global corporate evolution of firms since the industry studied has only recently entered a stage of development characterized by intensified global competition. Moreover, the global forestry industry provides also an ideal setting for the analysis of the changing dynamics of competition within an industry. We propose that the development within the studied industry serves as a symptomatic illustration of the ongoing development processes in other industries: from a competitive setting characterized by a number of small competitors to one dominated by few large equally strong competitors aiming for a global presence. The implications of the study are not restricted to the forestry industry context alone. They extend to other manufacturing industries displaying similar features to the industry studied: maturity, commodity nature, fragmented industry structure, lack of industry leader, and ongoing concentration process. Thus, our contention is that this book contributes to better understanding of the workings of a number of manufacturing industries through discussion of the evolutionary development within the pulp and paper industry

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Título: The evolution of competitive strategies in global forestry industries comparative perspectives edited by Juha-Antti Lamberg [and others]

Editorial: Dordrecht Springer 2006

Descripción física: 1 online resource (x, 317 pages) illustrations

Mención de serie: World forests 0785-8388 v. 4

Documento fuente: Springer e-books

Bibliografía: Includes bibliographical references (pages 287-306) and index

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Restricciones de acceso: Available to OhioLINK libraries

Lengua: English

Copyright/Depósito Legal: 77011478 228152021 228152022 228376795 243603176 320970354 437184513 612000796 647530992 698450463 756422746 880100415 994814577 1005813919 1035707151 1044158766 1044618634 1056311453 1056316045 1058287652 1060841356 1066989750 1077272353 1078872128 1086897354 1136325130 1153031676 1204025469 1348970016 1406303837 1418771615

ISBN: 9781402040160 1402040164 1402040156 hd. bd.) 9781402040153 hbk.) 9781402065675 PB) 1402065671 PB) 6610624666 9786610624669

Materia: Forest products industry- Management Competition Forest products industry- Planning Wood-pulp industry- Planning Produits forestiers- Industrie- Planification Pâte à papier- Industrie- Planification BUSINESS & ECONOMICS- Industries- Agribusiness TECHNOLOGY & ENGINEERING- Agriculture- Sustainable Agriculture Competition Forest products industry- Management Biomédecine Sciences de la vie Wood-pulp industry- Planning Forest products industry- Planning Competition Forest products industry- Management

Autores: Lamberg, Juha-Antti

Enlace a formato físico adicional: Print version Evolution of competitive strategies in global forestry industries. Dordrecht : Springer, 2006 1402040156 1402040164 (DLC) 2006485084 (OCoLC)63127471

Punto acceso adicional serie-Título: World forests v. 4. 0785-8388

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