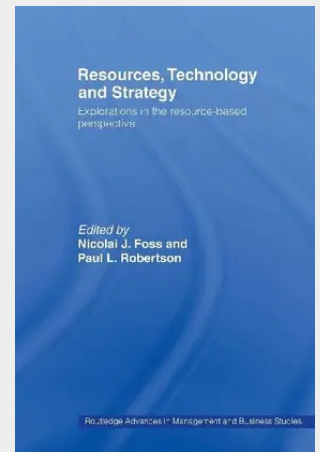


Resources, Technology and Strategy

Resources, Technology and Strategy brings together contributors from Europe, North America and Asia to consider the strategic relationship between technology and other resources, such as production capabilities, marketing prowess, finance and organisational culture. Throughout the book, these experts take a critical approach to RBP (Resource-Based Perspective) in order to assess both its strengths and weaknesses. Case studies also highlight the importance of both having and not having strong technological capabilities in settings as diverse as the US semiconductor industry, small family manufacturing firms in Hong Kong and state-owned enterprises in China.

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