

Challenges Between Competition and Collaboration

The Future of the European Manufacturing Industry

European manufacturing industries are changing fast. Amid the pressures of globalisation, emerging markets and shifting geographical patterns of consumption and production, competition and collaboration need to be redefined. The book contains roadmaps for survival in the emerging global competitive arena by and for practitioners, as well as concrete examples and theoretical studies across industries. New forms of cooperation are analysed which combine intensive collaboration with high competition in networks of excellence among suppliers, manufacturers and customers. The success factors for such industrial networks are described in detail, as well as their benefits and potential risks. In a multidisciplinary approach, the book draws on parallels from other fields and disciplines in order to explore the many facets of competition and collaboration.

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