Contents

Introduction	1
Part I Theoretical Aspects of Network Management	
Strategic Management of Networks	5
Alliances Amongst Companies in the Network Model of International Expansion	23
Relations Between Trust and Networks	39
Application of Cooperative Management in Enterprises: Management Approach, Problems and Recommendations	51
Part II Management of Selected Forms of Network Organizations	
Industry Clusters as Network Organizations	69
Cluster Mapping: A Basis for the Creation of Network Cooperation	85
The Process of Cluster Management	105
Managerial Challenges for Networks and Beyond	121

Part III Effectiveness of Network Management	
Evaluation of the Effectiveness of Relations in Network Organizations	. 137
The Evaluation of Business Excellence Within Network Enterprises	. 153
The Economization of Network Business Models	169
Structural Pathology in Inter-organizational Networks and the Decision-Making Autonomy of Its Members	181
Part IV Network Management in Practice	
The Development and Management of Alliance Networks in the Biopharmaceutical Industry	199
Management of Cooperative Activities in Sporting Organizations Within Alliance Networks	215
Are Inter-firm Networks Really Worth It?	233
Using Management Tools to Manage Network Organizations and Network Models	249
About the Editors	265