



## Business-to-Business Relationships in the Biotech-Sector

By Oliver Florian Friede

GRIN Verlag Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2002 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3 (A), University of Tampere (School of Business Administration), course: Strategic Business Relationships and Networks, 12 entries in the bibliography, language: English, abstract: Relationships in the Business-to-Business sector can be viewed as simply dyadic relationships or as a cluster of relationships imbedded in a network. Relationships are valuable resources, which, although they do not appear on the balance sheet, provide considerable returns on the investment of time and money devoted to their development. Therefore, relationships can also be the source of value creation for the firm, its shareholders, employees, customers, partners and suppliers. The nature or the atmosphere of the relationship is important for value creation .Relationship strength as assessed by relational norms such as flexibility, communication and solidarity has been shown to be an important factor in determining the effectiveness of Business-to-Business relationships. According to the Boston Consulting Group (2001), approximately 40 biotech-clusters, in different developmental stages, have emerged worldwide. Clusters can be defined as 'thematically focused collections of scientific...



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