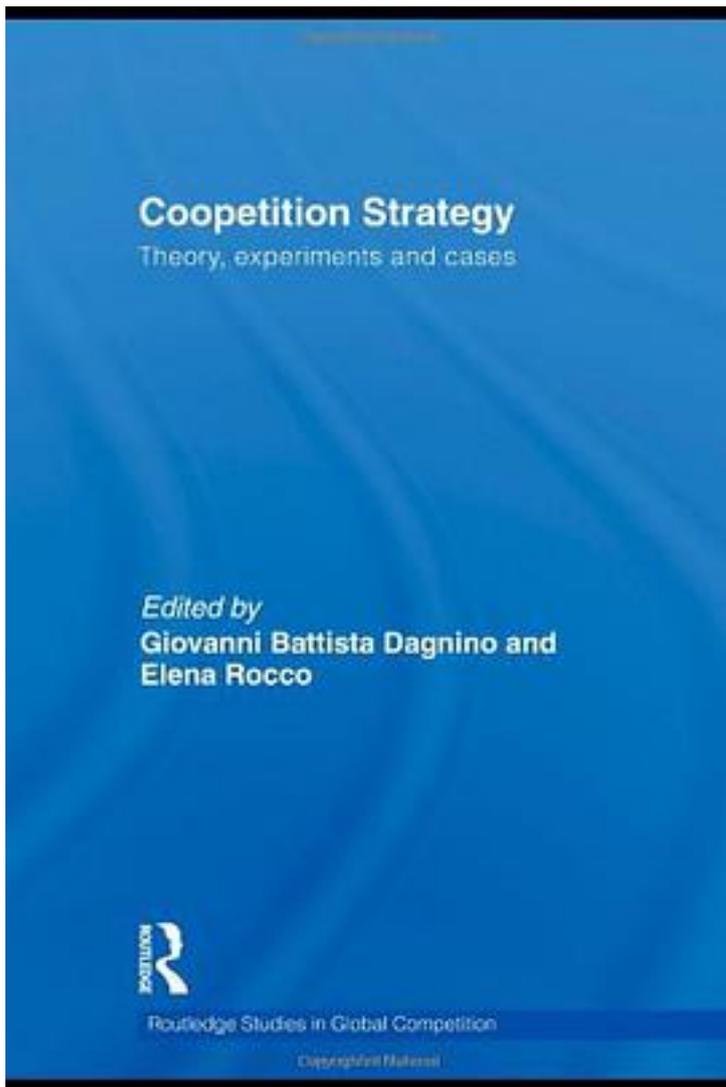


# Co-opetition Strategy



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Lacking a comprehensive or unifying perspective, research on coopetition has been heretofore scarce and scattered in various research arenas. This innovative book presents the state-of-the-art of coopetition strategy regarded as a compelling mindset to exploit entirely the potential of the interdependency of firms, governments, suppliers, customers, scientists and partners in today's global scenarios. It provides the rudiments for navigating an exploration journey into a virtually new and emergent management subfield. This volume is therefore the first attempt to delve systematically and rigorously into coopetition strategy and cooperative behaviour, clearly elucidating the contribution of coopetition to the advancement of strategic management and managerial practice. Dagnino and Rocco have gathered new essays from a diverse international group of academics, from a variety of disciplines, including economics, managerial theory and politics.

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