



## The evolution of competitive strategies in global forestry industries : comparative perspectives /

Lamberg, Juha-Antti

Springer,  
2006

Monografía

This book presents an analysis of the evolution of competitive strategies within the forestry industry. Although the discussion takes place in a relatively narrow field of business on the global scale, the argument is that the chosen context serves as an illustrative setting for a discussion related to global corporate evolution of firms since the industry studied has only recently entered a stage of development characterized by intensified global competition. Moreover, the global forestry industry provides also an ideal setting for the analysis of the changing dynamics of competition within an industry. We propose that the development within the studied industry serves as a symptomatic illustration of the ongoing development processes in other industries: from a competitive setting characterized by a number of small competitors to one dominated by few large equally strong competitors aiming for a global presence. The implications of the study are not restricted to the forestry industry context alone. They extend to other manufacturing industries displaying similar features to the industry studied: maturity, commodity nature, fragmented industry structure, lack of industry leader, and ongoing concentration process. Thus, our contention is that this book contributes to better understanding of the workings of a number of manufacturing industries through discussion of the evolutionary development within the pulp and paper industry

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**Título:** The evolution of competitive strategies in global forestry industries comparative perspectives edited by Juha-Antti Lamberg [and others]

**Editorial:** Dordrecht Springer 2006

**Descripción física:** 1 online resource (x, 317 pages) illustrations

**Mención de serie:** World forests 0785-8388 v. 4

**Documento fuente:** Springer e-books

**Bibliografía:** Includes bibliographical references (pages 287-306) and index

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**Restricciones de acceso:** Available to OhioLINK libraries

**Lengua:** English

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**ISBN:** 9781402040160 1402040164 1402040156 hd. bd.) 9781402040153 hbk.) 9781402065675 PB) 1402065671 PB) 6610624666 9786610624669

**Materia:** Forest products industry- Management Competition Forest products industry- Planning Wood-pulp industry- Planning Produits forestiers- Industrie- Planification Pâte à papier- Industrie- Planification BUSINESS & ECONOMICS- Industries- Agribusiness. TECHNOLOGY & ENGINEERING- Agriculture- Sustainable Agriculture. Competition. Forest products industry- Management. Biomédecine. Sciences de la vie. Wood-pulp industry- Planning. Forest products industry- Planning. Competition. Forest products industry- Management.

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**Enlace a formato físico adicional:** Print version Evolution of competitive strategies in global forestry industries. Dordrecht : Springer, 2006 1402040156 1402040164 (DLC) 2006485084 (OCoLC)63127471

**Punto acceso adicional serie-Título:** World forests v. 4. 0785-8388

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