

Index

- Abduction, 109, 110
- Abductive inquiry, 121
- Activities, 76–77
- Actors, 4, 5, 16, 17, 73–75
- Artificial intelligence, 86

- BitByByte Creations, 133
- Boeing 737 MAX, 138–139
- BonAlive case study
 - bigger solution, 129
 - building business relationships, 126–127
 - company background, 125–126
 - first products, 127–129
 - way to go forward, 129–130
- Boundary spanning H2H interactions, 84–85, 88
- Boundary spanning interactions, 135
- Branding. *See also* Corporate branding, 19, 92
- Business actors, 12, 14, 17
- Business interaction
 - branding, 19
 - business relationships, 14–16
 - IMP approach, 11–12
 - insights for practitioners, 18–19
 - network approach, 16–18
- Business marketing, 3–5, 12, 14, 19
- Business markets, 31–32, 36–38, 43–50
- Business relationships, 2–4, 14–16, 32–33
- Business-to-business (B2B), 31–36, 38, 90, 104, 131
 - branding goes wrong, 137–143
- Business-to-consumer (B2C) markets, 2, 131, 137

- Case research, 104, 110
- Co-branding, 44, 50
- Company A, 137–138
- Company B, 140
- Confirmability, 119
- Constructivism, 98
- Corporate brand, 51–55, 89, 90, 92, 94
- Corporate branding, 2, 3, 19, 36–38, 145, 146, 147, 148
 - B2B markets, 43–44
 - B2B SME branding, 47–48
 - historical development, 46
 - insights for practitioners, 48–49
 - phases, 44–45
 - product branding, 44
 - SMEs, 46–47
- Corporate identity
 - benefits, 52–53
 - concept, 52
 - creation, 90–91, 94
 - firm representatives, 54–55
 - insights for managers, 55–56
 - literature, 51–52
 - SME perspective, 53–54
- Corporate reputation
 - antecedents, 57–58
 - benefits, 60–61
 - challenges, 61–63
 - creation, 91, 94
 - image debate, 58–60
 - insights for managers, 63–64
 - SMEs, 61–63
- Corporate strategy, 21–29
- Credibility, 117

- Data analysis, 106–107
- Data collection, 105–106
- Deduction, 110

- Dependability, 119
- Digital media, 86
- Effectuation theory, 24–25
- E-mail interviews, 115
- Embedded network approach, 35–36
- Epistemology, 98–99
- Events, 111, 112
- External H2H interactions, 83–84, 88
- External INB dimension, 70–71, 148
- Face-to-face interviews, 115
- Federal Aviation Administration (FAA), 138
- Firm representatives, 83, 85, 87
- Human actors, 81–82
- Human-to-human (H2H) interactions, 90, 94
 - boundary spanning H2H interactions, 84–85
 - business-to-business (B2B), 140
 - definitions, 88, 135, 143
 - external H2H interactions, 83–84
 - human actors, 81–82
 - internal H2H interactions, 83
 - managers, 86–87
 - small and medium-sized enterprises (SMEs), 85–86
- Identity creation, 90–91
- Illustrative case examples, 125–135
- Indium Technology, 133
- Induction, 110
- Industrial Marketing and Purchasing (IMP) Group, 2
 - business interaction, 11–12
 - environment surrounding the interaction, 14
 - interaction parties, 12
 - interaction process between firms, 12–13
 - relationship atmosphere, 13
- Insights
 - managers, 38, 55–56, 77–78
 - practitioners, 18–19, 48–49
- Interactions, 11–20
- Interactive Network Branding (INB)
 - activities, 76–77
 - actors, 73–75
 - definition, 2–3
 - definitions, 135, 143
 - dimensions, 69–73
 - human-to-human interaction, 84
 - insights for managers, 77–78
 - methodological issues, 97–102
 - model, 89–94
 - origins, 1–3
 - people understandings, 3–4
 - practical implications, 149–151
 - process research, 111–121
 - resources, 75–76
 - small- and medium-sized enterprises (SMEs), 1–5
 - strengths, 147–149
 - successful cases, 125–135
- Internal aspects, 51
- Internal H2H interactions, 83, 88
- Internal INB dimension, 69–70, 148
- Interpretation, 106, 107
- Interpretivism, 98
- Interpretivist approaches, 99–100
- Johnson & Johnson (J&J) Corporation, 138
- Longitudinal data, 121
- Managerial implications, 150
- Market management, 31–39
- Markets as networks approach, 34–35
- Methodological approach, 100–101
- MiTale case study
 - business partners, 133
 - company background, 130–131
 - products and services, 131–132
 - solution and way forward, 134

- Mutual INB dimension, 71–73, 148
- My First Calendar, 131

- Naïve realism, 98
- Narrative research, 121
- Negative case analyses, 118
- Network approach, 16–18
- Networking, 146, 147, 149
- Network position, 91–92, 94
- Networks, 2–4
- Nongovernmental organizations (NGOs), 84
- Normal science, 97

- Objectivism, 98
- Ontology, 98

- Paradigm shift, 102
- Peer debriefing, 118
- Point mapping approach, 112
- Practices, 24
- Practitioners, 86
- Praxis, 23
- Process research, 111–121
- Prolonged engagement, 117

- Qualitative case studies
 - case research strategy and design, 104
 - data analysis, 106–107
 - data collection, 105–106
 - designing research, 107–108
 - managers, 109–110
 - presentation of data, 107
 - withness approach, 106
- Qualitative data access, 113–115
- Qualitative research, 116–120

- Referrals, 62, 65
- Reputation, 57–65, 143
 - awareness, 143
 - creation, 91
 - damage, 143
 - mismanagement, 143
- Research paradigm, 102

- Resources, 75–76
- Restoring reputation, 143

- Sanalanka, 131
- Small and medium-sized enterprise (SME), 1–5, 16, 38, 46–47
 - corporate brands, 89
 - corporate identity, 53–54
 - corporate reputation, 57–65
 - failure in North Wales, 139–140
 - guidelines, 137–143
 - human-to-human interactions, 85–86
 - MiTale, 130
 - relevance, 147
- SME networks
 - effectuation approach, 24–25
 - insights for practice, 27–29
 - strategizing, 21–22, 25–26
- Social constructivist, 99–100, 102
- Strategizing, 21–22
 - activities, 27
 - actors, 26–27
 - business networks, 21–22
 - key concepts, 23
 - practice, 24
 - practitioners, 24
 - praxis, 23
 - resources, 27
 - strategy as practice, 22–23
- Subjectivism, 98

- Time and process, 111
- Transferability, 118
- Triangulation, 118, 121
- Trustworthiness
 - confirmability, 119
 - credibility, 117
 - definitions, 121
 - dependability, 119
 - transferability, 118

- Value analysis, 33–34

- Withness approach, 106, 110