

Literatureⁱ

- ▶ Achrol, R.S. (1997); Changes in the theory of interorganizational relations in marketing: toward a network paradigm; series 'Marketing in the 21st Century'; Journal of the Academy of Marketing Science; vol.25, no.1, pp.56-71.
- ▶ Ackoff, R.L. (1981); Creating the corporate future; Wiley; New York.
- ▶ Ackoff, R.L. (1994); The democratic corporation; Oxford University Press; New York.
- ▶ Ackoff, R.L. & F.E. Emery (1972); On purposeful systems; Tavistock Publications; London.
- ▶ Albert, M. (1992); Kapitalisme contra kapitalisme; Uitgeverij Contact; Amsterdam.
- ▶ Anas, A., A. de Palma & J.-F. Thisse (1993); Variety and size regulation in discrete choice oligopoly; International Journal of Industrial Organization; vol.11, pp.21-34.
- ▶ Anderson, S.P. & A. de Palma (1992); The logit as a model of product differentiation; Oxford Economic Papers; vol.44, pp.51-67.
- ▶ Anderson, S.P., A. de Palma & Y. Nesterov (1995); Oligopolistic competition and the optimal provision of products; Econometrica; vol.63, no.6, pp.1281-1301.
- ▶ Anderson, S.P., A. de Palma & J.-F. Thisse (1988); A representative consumer theory of the logit model; International Economic Review; vol.29, no.3, pp.461-466.
- ▶ Anderson, S.P., A. de Palma & J.-F. Thisse (1992); Discrete choice theory of product differentiation; The MIT Press, Cambridge, Massachusetts.
- ▶ Andriessse, F.G. (1997); Leren leren: een veranderingsproces; case study van het ontwerpen en invoeren van Leren Leren bij de Hogeschool van Amsterdam; Hogeschool van Amsterdam; Amsterdam.
- ▶ Ansoff, H.I. (1965); Corporate strategy: an analytic approach to business policy for growth and expansion; McGraw Hill; New York.
- ▶ Ansoff, H.I. & E.J. McDonnell (1990); Implanting strategic management – second edition; Prentice-Hall; New York.
- ▶ Ansoff, H.I. (1991); Critique of Henry Mintzberg's 'The design school': reconsidering the basic premises of strategic management; Strategic Management Journal; vol.12, pp.449-461.
- ▶ Argyris, C. & D. Schön (1978); Organizational learning: a theory of action perspective; Addison-Wesley; Reading, Massachusetts.
- ▶ Arthur, W.B. (1988); Self-reinforcing mechanisms in economics; in: Anderson, Ph. W., K.J. Arrow & D. Pines (eds.); The economy as an evolving complex system; Addison-Wesley Publishing Company, Inc.; Redwood City, California; pp.9-31.
- ▶ Arthur, W.B. (1990); Positive feedbacks in the economy; Scientific American; February, pp.80-85.
- ▶ Arthur, W.B. (1994); Increasing returns and path dependence in the economy; The University of Michigan Press; Ann Arbor.
- ▶ Arthur, W.B. (1996); Increasing returns and the new world of business; Harvard Business Review; July-August, pp.100-109.
- ▶ Ashby, W.R. (1958); Requisite variety and its implications for the control of complex systems; Cybernetica; vol.1, no.2, pp.83-99.
- ▶ Asseldonk, T. van (1995); Massa-individualisering: maatwerk zonder meerkosten; Holland Management Review; no.45, pp.71-79.
- ▶ Asseldonk, T. van (1996); De kosten van complexiteit; Nijenrode Management Review; no.1, pp.32-37.
- ▶ Asseldonk, T. van (1997); Customization, agility en massa-individualisering: de schijndiscussie rond maatwerk; Holland Management Review; no.54, pp.24-31.

- ▶ Atlan, H. (1979); *Entre le cristal et la fumée: essai sur l'organisation du vivant*; Éditions du Seuil; Paris.
- ▶ Axelrod, R. (1984); *The evolution of cooperation*; Basic Books Inc.; New York.
- ▶ Baaij, M. & H. Commandeur (1997); *Strategische herorientaties en de biologische metafoor van de onderneming*; M&O; vol.51, nr.4, pp. 28-47.
- ▶ Barkema, H.G. (1995); *Agency-theorie: prikkels en prestaties*; *Economisch-Statistische Berichten*; 8-3-1995; pp.228-230.
- ▶ Beath, J. & Y. Katsoulacos (1991); *The economic theory of product differentiation*; Cambridge University Press, Cambridge.
- ▶ Bessen, J. (1993); *Riding the marketing information wave*; *Harvard Business Review*; September-October, pp.150-160.
- ▶ Blattberg, R.C. & J. Deighton (1991); *Interactive marketing: exploiting the age of addressability*; *Sloan Management Review*; Fall, pp.5-14.
- ▶ Blattberg, R.C. & J. Deighton (1996); *Manage marketing by the customer equity test*; *Harvard Business Review*; July-August, pp.136-144.
- ▶ Bolwijn, P.T. en T. Kumpe (1989); *Wat komt na flexibiliteit? De industrie in de jaren negentig*; M&O; vol.43, no.2; pp.91-111.
- ▶ Bolwijn, P.T. & T. Kumpe (1990); *Manufacturing in the 1990s - productivity, flexibility and innovation*; *Long Range Planning*; vol.23, no.4, pp.44-57.
- ▶ Boulding, K.E. (1956); *General systems theory: the skeleton of science*; *Management Science*; vol.2, no.3.
- ▶ Brandenburger, A.M. & B.J. Nalebuff (1995); *The right game: use game theory to shape strategy*; *Harvard Business Review*; July-August, pp.57-69.
- ▶ Brennan, L. (1994); *The formation of structures, roles and interactions within agile manufacturing systems*; in Kidd, P.T. & W. Karwowski (eds.); *Advances in agile manufacturing*; IOS Press; Amsterdam; pp.60-64.
- ▶ British Telecom (1996); *Programming with ants*; <http://www.education.bt.com/fact116.htm>.
- ▶ Brock, W.A. (1988); *Is the business cycle characterized by deterministic chaos?*; *Journal of Monetary Economics*; vol.22; pp.71-90.
- ▶ Brown, J.-S. (1992); *Research that reinvents the corporation: pioneering efforts at Xerox to rethink the process of innovation*; *The McKinsey Quarterly*; no.2, pp.78-96.
- ▶ Brown, J.-S. (1994); *Rethinking organizational learning*; *Xerox Corporation Top Management Forum*; June 16, 1994.
- ▶ Brown, J.-S. & P. Duguid (1991); *Organizational learning and communities-of-practice: toward a unified view of working, learning, and innovation*; *Organization Science*; vol.2, no.1, pp.40-57.
- ▶ Brown, J.-S. & P. Duguid (1992); *Enacting design for the workplace*; in Adler, P.S. & T. Winograd (eds.); *Usability: turning technologies into tools*; Oxford University Press; Oxford; pp.164-197.
- ▶ Brown, J.-S. & P. Duguid (1996); *Keeping it simple: investigating resources in the periphery*; in Winograd, T. (ed.); *Bringing design to software*; Addison-Wesley Publishing Co.; Reading, Massachusetts.
- ▶ Burt, R.S. (1992); *Structural holes: the social structure of competition*; Harvard University Press; Cambridge, Massachusetts.
- ▶ Buzzell, R.D. (1983); *Is vertical integration profitable?*; *Harvard Business Review*; January-February; pp.92-102.
- ▶ Campbell, A. (1996); *The virtual business: creating the effective business organization*; *Business Change & Re-engineering*; vol.3, no.4, pp.45-53.
- ▶ Chamberlin, E.H. (1962); *The theory of monopolistic competition: a re-orientation on the theory of value*; Harvard University Press; Cambridge, Massachusetts.
- ▶ Checkland, P. (1981); *Systems thinking, systems practice*; John Wiley & Sons; Chichester.

- ▶ Clarke, C.J. (1993); Acquisitions - Techniques for measuring strategic fit; in: Clarke, C.J. (ed.); Shareholder value: key to corporate development (The Best of Long Range Planning); Pergamon Press; Oxford; pp.81-87.
- ▶ Clarke, C.J. & K. Brennan (1993); Defensive strategies against takeovers: creating shareholder value; in: Clarke, C.J. (ed.); Shareholder value: key to corporate development (The Best of Long Range Planning); Pergamon Press; Oxford; pp.57-63.
- ▶ Collins, J.C. (1997); Comment on De Geus, 1997; Harvard Business Review; May-June, pp.182/187.
- ▶ Collins, J.C. & J.I. Porras (1994); Built to last: successful habits of visionary companies; Harper Business; New York.
- ▶ Copeland, T., T. Koller & J. Murrin (1989); The value manager; McKinsey Quarterly; Autumn, pp.94-108.
- ▶ Copeland, T., T. Koller & J. Murrin (1990); Cash is king; McKinsey Quarterly; Spring, pp.82-94.
- ▶ Copeland, T., T. Koller & J. Murrin (1995); Valuation: measuring and managing the value of companies; John Wiley & Sons; New York.
- ▶ Corsten, H. & T. Will (1993); Reflections on competitive strategy and its impact on modern production concepts; Management International Review; vol.33, no.4, pp.315-334.
- ▶ Cresswell, J.W. (1994); Research design: qualitative and quantitative approaches; Sage Publications; Thousand Oaks, California.
- ▶ Cusumano, M.A. & R.W. Selby (1996); How Microsoft competes; Research-Technology Management; January-February, pp.26-30.
- ▶ Cusumano, M.A. & R.W. Selby (1997); How Microsoft builds software; Communications of the ACM; vol.40, no.6, pp.53-61.
- ▶ Darnell, A.C. (1990); The collected economics articles of Harald Hotelling; Springer Verlag; New York.
- ▶ D'Aveni, R.A. (1994); Het nieuwe tijdperk van de hypercompetitie; Holland Management Review; no.41, pp.34-41.
- ▶ Davenport, T.H. & J.E. Short (1990); The new industrial engineering: information technology and business process redesign; Sloan Management Review; Summer, pp.11-27.
- ▶ Davis, S.M. (1987); Future perfect; Addison-Wesley Publishing Company; New York.
- ▶ Dawkins, R. (1976); The selfish gene; Oxford University Press; Oxford.
- ▶ Day, R.H. (1983); The emergence of chaos from classical economic growth; The Quarterly Journal of Economics; May, pp.201-213.
- ▶ Dixon, N.M. (1997); The hallways of learning; Organizational Dynamics; Spring, pp.23-34.
- ▶ Doorne, P.M.J.H. van en Ph. Waalewijn (1992); Strategisch waardemanagement; Kluwer Bedrijfswetenschappen; Deventer.
- ▶ Duening, T. (1997); Our turbulent times? the case for evolutionary organizational change; Business Horizons; January-February, pp.2-8.
- ▶ Duijn, J.J. van (1981); Een inleiding in enkele economische theorieën van het consumentengedrag; in: Leeftang, P.S.H. en P.A. Beukenkamp; Probleemgebied marketing, een management-benadering; H.E. Stenfert Kroese B.V.; Leiden/Antwerpen.
- ▶ Ehrenberg, A.S.C. (1972); Repeat buying: theory and applications; North-Holland Publishing Company; Amsterdam.
- ▶ Endenburg, G. (1990); Sociocratie: het organiseren van besluitvorming; Samsom; Alphen aan den Rijn.
- ▶ Endenburg, G. (1992); Sociocratie als sociaal ontwerp; Eburon; Delft.
- ▶ Erve, M. van der (1994); Evolution management; Butterworth-Heinemann; Oxford.

- ▶ Fader, P.S. & D.C. Schmittlein (1993); Excess behavioural loyalty for high-share brands: deviations from the Dirichlet model for repeat purchasing; *Journal of Marketing Research*; vol.30, November, pp.478-493.
- ▶ Farrell, J. & G. Saloner (1985); Standardization, compatibility and innovation; *Rand Journal of Economics*; vol.16, pp.70-83.
- ▶ Farrell, J. & G. Saloner (1986); Installed base and compatibility: innovation, product preannouncements and predation; *American Economic Review*; vol.76, pp.940-955.
- ▶ Feitzinger, E. & H.L. Lee (1997); Mass customization at Hewlett Packard: the power of postponement; *Harvard Business Review*; January-February, pp.116-121.
- ▶ Fishburn, P.C. (1988); *Nonlinear preference and utility theory*; The John Hopkins University Press; Baltimore.
- ▶ Fisher, M.L. (1997); What is the right supply chain for your product?; *Harvard Business Review*; March-April, pp.105-116.
- ▶ Foa, E. & U. Foa (1976); Resource theory of social exchange; in: Thibaut, J., J. Spence and R. Carson (eds.); *Contemporary topics in social psychology*; General Learning Press; Morristown, New Jersey; pp.99-131.
- ▶ Fombrun, C.J. (1982); Strategies for network research in organizations; *Academy of Management Review*; vol.7, no.2, pp.280-291.
- ▶ Fudenberg, D. & J. Tirole (1991); *Game theory*; The MIT Press; Cambridge, Massachusetts.
- ▶ Fuerderer, R. (1996); Option and component building under demand risk: mass customization strategies in the automobile industry; *Gabler*; Wiesbaden.
- ▶ Gaus, H. (1992); *Mensen en mode: de relatie tussen kleding en conjunktuur*; Garant; Leuven.
- ▶ Gell-Mann, M. (1994); *The quark and the jaguar: adventures in the simple and in the complex*; Little, Brown and Company; London.
- ▶ Gerken, G. (1994); *Die fraktale Marke: eine neue Intelligenz der Werbung*; ECON Verlag; Düsseldorf.
- ▶ Geus, A. de (1997a); *The living company*; Harvard Business School Press; Boston, Massachusetts.
- ▶ Geus, A. de (1997b); *The living company*; *Harvard Business Review*; March-April, pp.51-59.
- ▶ Geus, A. de (1997c); Reply to comments; *Harvard Business Review*; May-June, pp.187/190.
- ▶ Ghoshal, S. & C.A. Bartlett (1997); *The individualized corporation: a fundamentally new approach to management*; Harper Business; New York.
- ▶ Gibbons, R. (1992); *A primer in game theory*; Harvester Wheatsheaf; New York.
- ▶ Gilchrist, R.R. (1971); *Managing for profit: the value added concept*; George Allen and Unwin. Ltd.; London.
- ▶ Gilder, D. de, H. van den Heuvel en N. Ellemers (1997); *Het 3-componenten model van commitment*; *Gedrag en Organisatie*; vol.10, no.2, pp.95-106.
- ▶ Gilmore, J.H. & B.J. Pine (1997); The four faces of mass customization; *Harvard Business Review*; January-February, pp.91-101.
- ▶ Goddijn, H.P.M., P. Thoenes, J.M.M. de Valk en J.P. Verhoogt (1980); *Geschiedenis van de sociologie - 5e druk*; Boom Meppel; Amsterdam.
- ▶ Goldman, S.L. , R.N. Nagel & K. Preiss (1995); *Agile competitors and virtual organizations*; Van Nostrand Reinhold; New York.
- ▶ Goold, M. (1992); Research notes and communications design, learning and planning: a further observation on the design school debate (a comment on the Mintzberg, 1990; 1991 vs. Ansoff, 1991 debate); *Strategic Management Journal*; vol.13, pp.169-170.
- ▶ Guatri, L. (1994); *The valuation of firms*; Blackwell Publishers; Cambridge, Massachusetts.

- ▶ Guneyasu, A. (1964); Marketing costs and the value added concept; Ankara.
- ▶ Haeckel, S.H. (1995); Adaptive enterprise design: the sense-and-respond model; Planning Review; May-June, pp.6-13/42-44.
- ▶ Haeckel, H. & R.L. Nolan (1993); Managing by wire; Harvard Business Review; September-October, pp.122-132.
- ▶ Hagel III, J., E.E. Bergsma & S. Dheer (1996); Placing your bets on electronic networks; McKinsey Quarterly; no.2, pp.57-67.
- ▶ Hamel, G. & C.K. Prahalad (1993); Strategy as stretch and leverage; Harvard Business Review; March-April, pp.75-84.
- ▶ Hamel, G. & C.K. Prahalad (1994); Competing for the future; Harvard Business Review; July-August, pp.122-128.
- ▶ Hart, C.W. (1996); Made to order; Marketing Management; vol.5, no.2, pp.11-21.
- ▶ Heide, J.B. & G. John (1992); Do norms really matter in marketing relationships?; Journal of Marketing; vol.56, no.2, pp.32-44.
- ▶ Herzberg, F. (1968); One more time: how do you motivate employees?; Harvard Business Review; vol.46, January-February.
- ▶ Heskett, J.L., W.E. Sasser & L.A. Schlesinger (1997); The service profit chain; The Free Press; New York.
- ▶ Hibbert, B. & I.F. Wilkinson (1994); Chaos theory and the dynamics of marketing systems; Journal of the Academy of Marketing Science; vol.22, no.3, pp.218-233.
- ▶ Hicks, J.R. (1936); Distribution and economic progress: a revised version; Economic Journal; vol.49, December, pp.696-712.
- ▶ Hofstadter, D.R. (1979); Gödel, Escher, Bach: an eternal golden braid; Vintage Books; New York.
- ▶ Hofstede, G. (1991); Cultures and organizations: software of the mind; McGraw-Hill; London.
- ▶ Holland, J. (1995); Hidden order: how adaptation builds complexity; Addison-Wesley Publishing Company; Reading, Massachusetts.
- ▶ Hölldobler, B. & E. Wilson (1994); Journey to the ants: a story of scientific exploration; The Belknap Press of Harvard University Press; Cambridge, Massachusetts.
- ▶ Homans, G. (1974); Social behaviour: its elementary forms – revised edition; Harcourt Brace Jovanovich; New York.
- ▶ Hulst, W.G.H. van en J.G.L.M. Willems (1989); Externe organisatie: een kennismaking met het ondernemingsgedrag in markteconomische stelsels; Stenfert Kroese Uitgevers; Leiden/Antwerpen.
- ▶ Kaldor, N. (1985); Economics without equilibrium; The Arthur M. Okun Memorial Lectures; University College Cardiff Press; Cardiff.
- ▶ Kauffman, S.A. (1993); The origins of order: self-organization and selection in evolution; Oxford University Press; Oxford.
- ▶ Kelly, K. (1994); Out of control: the rise of neo-biological civilizations; Addison-Wesley Publishing Company; Reading, Massachusetts.
- ▶ Kidd, P.T. (1994); Agile manufacturing: forging new frontiers; Addison-Wesley Publishing Company; Workingham.
- ▶ Kim, J. & J.Y. Moon (1997); An AHP & survey for selecting workflow management systems; Intelligent Systems in Accounting, Finance and Management; vol.6, pp.141-161.
- ▶ Kim, W.C. & R. Mauborgne (1997); Value innovation: the strategic logic of high growth; Harvard Business Review; January-February, pp.103-112.
- ▶ Klein, M. (1975); The writings of Melanie Klein; Hogarth Press; London
- ▶ Knoke, D. & J.H. Kuklinski (1982); Network analysis; series: Quantitative approaches in the social sciences, no.28; Sage Publications; Beverly Hills.

- ▶ Kotha, S. (1995); Mass customization: implementing the emerging paradigm for competitive advantage; *Strategic Management Journal*; vol.16, pp.21-42.
- ▶ Kotler, Ph. (1988); *Marketing management: analysis, planning, implementation, and control* - sixth edition; Prentice-Hall International; Englewood Cliffs, New Jersey.
- ▶ Kuipers, H. en P. van Amelsvoort (1990); *Slagvaardig organiseren: inleiding in de sociotechniek als integrale ontwerpleer*; Kluwer Bedrijfswetenschappen; Deventer.
- ▶ Kumar, K., H.G. van Dissel & P. Bielli (1996); *The merchant of Prato - revisited: towards a third rationality of information systems*; Management Report Series no.263; Rotterdam School of Management; Erasmus Institute for Advanced Studies in Management; Rotterdam.
- ▶ Lado, A.A., N.G. Boyd & S.C. Hanlon (1997); Competition, cooperation, and the search for economic rents: a syncretic model; *Academy of Management Review*; vol.22, no.1, pp.110-141.
- ▶ Lampel, J. & H. Mintzberg (1996); Customizing customization; *Sloan Management Review*; Fall, pp.21-29.
- ▶ Leszinski, R. & M.V. Marn (1997); Setting value, not price; *McKinsey Quarterly*; no.1, pp98-115.
- ▶ Levinthal, D.A. (1997); Adaptation on rugged landscapes; *Management Science*; vol.43, no.7, pp.934-950.
- ▶ Levinthal, D.A. & J.G. March (1993); The myopia of learning; *Strategic Management Journal*; vol.14, pp.95-112.
- ▶ Levinthal, D.A. & M. Warglien (forthcoming); *Landscape design: designing for local action in complex worlds*.
- ▶ Lincoln, Y.S. & E.G. Guba (1985); *Naturalistic inquiry*; Sage Publications; Beverly Hills, California.
- ▶ Lorsch, J.W. & P.R. Lawrence (1970); *Studies in organization design*; Dorsey Press and Richard D. Irwin, Inc.; Homewood, Illinois.
- ▶ Mandeville, B. de (1714); *The fable of the bees; or, private vices, public benefits*.
- ▶ March, J.G. (1991); Exploration and exploitation in organizational learning; *Organization Science*; vol.2, no.1, pp.71-87.
- ▶ Markusen, J.R. & J.R. Melvin (1988); *The theory of international trade*; Harper & Row Publishers; New York.
- ▶ Marshall, A. (1938); *Principles of economics - eighth edition*; Macmillan; London
- ▶ Maslow (1970); *Motivation and personality - second edition*; Harper & Row; New York.
- ▶ Mathews, J. (1996); Holonic organisational architectures; *Human Systems Management*; vol.15, pp.27-54.
- ▶ Mathur, S.S. & A. Kenyon (1997); *Creating value: shaping tomorrow's business*; Butterworth-Heinemann; Oxford.
- ▶ May, R.M. (1976); Simple mathematical models with very complicated dynamics; *Nature*; vol.261, pp.459-467.
- ▶ McAfee, R.P. & J. McMillan (1987); Auctions and bidding; *Journal of economic literature*; vol.25, pp.699-738.
- ▶ McGregor (1960); *The human side of enterprise*; McGraw-Hill; New York.
- ▶ McKelvey, B. (1996); Complexity vs. selection among coevolutionary firms: a complexity theory of strategic organizing; Unpublished manuscript; Anderson School, UCLA, Los Angeles.
- ▶ McKelvey, B. (1997); Quasi-natural organization science; *Organization Science*; vol.8, no.4, pp.352-380.
- ▶ McKelvey, B. (forthcoming); Unpublished study of the U.S. laptop computer industry.

- ▶ McKenna, R. (1995); Real-time marketing; Harvard Business Review; July-August, pp.87-95.
- ▶ Mintzberg, H. (1983); Structure in fives: designing effective organizations; Prentice Hall; Englewood Cliffs, New Jersey.
- ▶ Mintzberg, H. (1990); The design school: reconsidering the basic premises of strategic management; Strategic Management Journal; vol.11, pp.171-195.
- ▶ Mintzberg, H. (1991); Learning 1, planning 0, reply to Igor Ansoff; Strategic Management Journal; vol.12, pp.463-466.
- ▶ Moerman, P.A. (1995); Economie in de rui: wat worden de nieuwe veren?; Working Paper; Erasmus Universiteit Rotterdam, Afdeling Industriële Economie.
- ▶ Moss Kanter, R. (1995); Thriving locally in the global economy; Harvard Business Review; September-October, pp.151-160.
- ▶ Murthy, P.N. (1996); Paradigm shift management; Systems Research; vol.13, no.4, pp.457-468.
- ▶ Naert, Ph. (1997); Globalisering, hyperconcurrentie en maatschappij; Inaugurele Rede; Katholieke Universiteit Brabant; Tilburg.
- ▶ Neuman, W.L. (1991); Social research methods: qualitative and quantitative approaches; Allyn & Bacon; Boston.
- ▶ Nicholson, W. (1989); Microeconomic theory: basic principles and extensions; fourth edition; The Dryden Press; Chicago.
- ▶ Nicolis, G. & I. Prigogine (1989); Exploring complexity: an introduction; W.H. Freeman and Company; New York.
- ▶ Nolan, R.L. & D.C. Croson (1995); Creative destruction: a six-stage process for transforming the organisation; Harvard Business School Press; Boston, Massachusetts.
- ▶ Nonaka, I. (1988); Creating organizational order out of chaos: self-renewal in Japanese firms; California Management Review; Spring, pp.57-73.
- ▶ Nonaka, I. (1994); A dynamic theory of organizational knowledge creation; Organization Science; vol.5, no.1, pp.14-37.
- ▶ Nonaka, I., H. Takeuchi & K. Umemoto (1996); A theory of organizational knowledge creation; International Journal of Technology Management; vol.11, no.7/8, pp.833-854.
- ▶ Normann, R. & R. Ramirez (1993); From value chain to value constellation: designing interactive strategy; Harvard Business Review; July-August, pp.65-77.
- ▶ O'Reilly III, C. & J. Chatman (1986); Organizational commitment and psychological attachment: the effects of compliance, identification, and internalization on prosocial behavior; Journal of Applied Psychology; vol.71, no.3, pp.492-499.
- ▶ Orr, J.E. (1990); Sharing knowledge, celebrating identity: community memory in a service culture; in Middleton, D. & D. Edwards (eds.); Collective remembering; Sage Publications; London; pp.169-189.
- ▶ Palma, A. de, R. Lindsey, B. von Hohenbalken & D.S. West (1994); Spatial price and variety competition in an urban retail market: a nested logit analysis; International Journal of Industrial Organization; vol.12, pp.331-357.
- ▶ Peccei, R. & P. Rosenthal (1997); The antecedents of employee commitment to customer service: evidence from a UK service context; The International Journal of Human Resource Management; vol.8, no.1, pp.66-86.
- ▶ Peelen, E. (1989); Relaties tussen consument en aanbieder: een basis voor herhalingsaankopen; Haveka B.V.; Alblasserdam.
- ▶ Pieters, R.G.M. (1988); A note on cost conceptions in economic psychology; Fourteenth International Conference on Psychology; Sidney.
- ▶ Pine II, B.J. (1993); Mass customization: the new frontier in business competition; Harvard Business School Press; Boston, Massachusetts.

- ▶ Pine II, B.J., D. Peppers & M. Rogers (1995); Do you want to keep your customers forever?; Harvard Business Review; March-April, pp.103-114.
- ▶ Pine II, B.J., B. Victor & A.C. Boynton (1993); Making mass customization work; Harvard Business Review; September-October, pp.108-119.
- ▶ Porter, M.E. (1985); Competitive advantage: creating and sustaining superior performance; The Free Press; New York.
- ▶ Porter, M.E. (1990); The competitive advantage of nations; The MacMillan Press; London.
- ▶ Porter, M. (1996); What is strategy?; Harvard Business Review; November-December, pp.61-78.
- ▶ Powell, W.W., K.W. Koput & L. Smith-Doerr (1996); Interorganizational collaboration and the locus of innovation: networks of learning in biotechnology; Administrative Science Quarterly; vol.41, pp.116-145.
- ▶ Prigogine, I. (1961); Introduction to the thermodynamics of irreversible processes; Wiley; New York.
- ▶ Prigogine, I. (1980); From being to becoming; Freeman; San Francisco.
- ▶ Quiggin, J. (1993); Generalized expected utility theory: the rank-dependent model; Kluwer Academic Publishers; Boston.
- ▶ Rappaport, A. (1986); Creating shareholder value: the new standard for business performance; The Free Press; New York.
- ▶ Rayport, J.F. & J.J. Sviokla (1995); Exploiting the virtual value chain; Harvard Business Review; November-December, pp.75-85.
- ▶ Reichheld, F.F. (1993); Loyalty-based management; Harvard Business Review; March-April, pp.64-73.
- ▶ Reichheld, F.F. (1996); The loyalty effect; Harvard Business School Press; Boston, Massachusetts.
- ▶ Reimann, B.C. (1993); Creating value to keep the raiders at bay; in: Clarke, C.J. (ed.); Shareholder value: key to corporate development (The Best of Long Range Planning); Pergamon Press; Oxford; pp.27-36.
- ▶ Richardson, J. (1996); Vertical integration and rapid response in fashion apparel; Organization Science; vol.7, no.4, pp.400-412.
- ▶ Robinson, J. (1933); The economics of imperfect competition; Macmillan; London.
- ▶ Romer, P. (1995); Beyond the knowledge worker; Worldlink; January-February; reprint.
- ▶ Romme, A.G.L. en J.M. Reijmer (1997); Het dilemma tussen centrale sturing en zelforganisatie; M&O; vol.51, no.6, pp.43-59.
- ▶ Romme, A.G.L. en A. van Witteloostuijn (1997); Autopoiesis, chaos en zelforganisatie in de bedrijfskunde: oude wijn in nieuwe zakken?; Bedrijfskunde; vol.69, no.2, pp.63-71.
- ▶ Rusbult, C.E. (1980); Commitment and satisfaction in romantic associations: a test of the investment model; Journal of Experimental Social Psychology; vol.16, pp.172-186.
- ▶ Rusbult, C.E. (1983); A longitudinal test of the investment model: the development (and deterioration) of satisfaction and commitment in heterosexual involvements; Journal of Personality and Social Psychology; vol.45, no.1, pp.101-117.
- ▶ Schelling, T.C. (1978); Micro-motives and macrobehavior; W.W. Norton & Company; New York.
- ▶ Schotter, A. (1990); Free market economics; Basil Blackwell; Cambridge, Massachusetts.
- ▶ Seeley, E.S. (1988); The implications of Maslow's theory of motivation for consumer behaviour: an hierarchical consumption theory; U.M.I.; Ann Arbor.
- ▶ Senge, P.M. (1990); The fifth discipline: the art and practice of the learning organization; Doubleday Currency; New York.
- ▶ Simon, H. (1960); The new science of management decisions; Harper Brothers; New York.

- ▶ Simon, M. (1989); De strategische functie typologie: functioneel denkraam voor management; Kluwer Bedrijfswetenschappen; Deventer.
- ▶ Simonson, I. & A. Tversky (1992); Choice in context: tradeoff contrast and extremeness aversion; Journal of Marketing Research; vol.29, August, pp.281-295.
- ▶ Simson, E.M. von (1990); The 'centrally decentralized' organization; Harvard Business Review; July-August, pp.158-162.
- ▶ Smith, A. (1776); An inquiry into the nature and the causes of the wealth of nations.
- ▶ Solomon, E. (1963); The theory of financial management; Columbia University Press; New York.
- ▶ Solow, R.M. (1957); Technical change and the aggregate production function; The Review of Economics and Statistics; vol.39, pp.312-320.
- ▶ Stacey, R.D. (1993); Strategic management and organizational dynamics; Pitman Publishing; London.
- ▶ Stannack, P. (1997); The dimensions of value - a ghost in the machine of supply chain management; IPSESA Conference 1997, Naples; University of Naples Federico II; pp.T5/5:1-13.
- ▶ Taylor, F.W. (1911); Principles of scientific management; Harper & Row; New York.
- ▶ Thibaut, J. & H. Kelly (1959); The social psychology of groups; John Wiley; New York.
- ▶ Thiétart, R.A. & B. Forgues (1997); Action, structure and chaos; Organization Studies; vol.18, no.1, pp.119-143.
- ▶ Thorelli, H.B. (1986); Networks, between markets and hierarchies; Strategic Management Journal; vol.7, pp.37-51.
- ▶ TVA developments bv (1995); Massa-individualisering: maatwerk zonder meerkosten; TVA developments bv; Eindhoven.
- ▶ Tversky, A. & D. Kahneman (1986); Rational choice and the framing of decisions; Journal of Business; vol.59, no.4, pp.S251-S278.
- ▶ Tversky, A. & D. Kahneman (1991); Loss aversion and riskless choice: a reference-dependent model; Quarterly Journal of Economics; November, pp.1039-1061.
- ▶ Tversky, A. & I. Simonson (1993); Context-dependent preferences; Management Science; vol.39, no.10, pp.1179-1189.
- ▶ Tversky, A., P. Slovic & D. Kahneman (1990); The causes of preference reversal; American Economic Review; vol.80, no.1, pp.204-217.
- ▶ Varela, F. (1988); Structural coupling and the origin of meaning in a simple cellular automata; in: Secarz, E., F. Celada, N.A. Mitchinson & T. Tada (eds.); The semiotics of cellular communications in the immune system; Springer Verlag; New York.
- ▶ Veld, J. in 't (1975); Analyse van organisatieproblemen: een toepassing van denken in systemen en processen; Agon Elsevier; Amsterdam/Brussel.
- ▶ Verhaegen, P.H.A.M. (1984); Onzekerheid over risico; in: Herst, A.C.C., P.W. Moerland en J. Spronk (eds.); Vermogen in onzekerheid; pp.79-89.
- ▶ Vilen, L. (1991); The value-added chain approach as a method of assessing business strategies; B-108; Helsinki School of Economics and Business Administration; Helsinki.
- ▶ Waldrop, M.M. (1992); Complexity: the emerging science at the edge of order and chaos; Viking; London.
- ▶ Walker Jr., O.C. (1997); The adaptability of network organizations: some unexplored questions; series 'Marketing in the 21st Century' (Comment on Achrol, 1997); Journal of the Academy of Marketing Science; vol.25, no.1, pp.75-82.
- ▶ Walton, R.E. (1985); From control to commitment in the workplace; Harvard Business Review; March-April, pp.77-84.
- ▶ Warglien, M. (1995a); Hierarchical selection and organizational adaptation; Industrial and Corporate Change; vol.4, no.1, pp.161-186.

- ▶ Warglien, M. (1995b); Evolution and learning in economic organizations; in: Costa, G., G. Calucci, M. Georgi (eds.); Proceedings of the Third International Symposium on Conceptual Tools for Understanding Nature, Trieste, June 1995; World Scientific Publishing Co.; Singapore; pp.195-228.
- ▶ Warnecke, H.-J. (1993); Revolution der Unternehmenskultur: Das fraktale Unternehmen; Springer Verlag; Berlin.
- ▶ Wilson, R. (1985); Incentive efficiency of double auctions; *Econometrica*; vol.53, no.5, pp.1101-1115.
- ▶ Woodruff, R.B. (1997); Customer value: the next source for competitive advantage; series 'Marketing in the 21st Century'; *Journal of the Academy of Marketing Science*; vol.25, no.2, pp.139-153.
- ▶ WRR, Wetenschappelijke Raad voor het Regeringsbeleid (1996); Tweedeling in perspectief; *Rapporten aan de Regering - 50*; SDU Uitgevers; Den Haag.
- ▶ Yin, R.K. (1994); Case study research: design and methods – second edition; Sage Publications; Thousand Oaks, California.
- ▶ Young, A. (1928); Increasing returns and economic progress; *Economic Journal*; vol.38, no.152, pp.527-540.
- ▶ Zachary, P. (1994); Showstopper: the breakneck race to create Windows NT and the next generation at Microsoft; The Free Press; New York.
- ▶ Zeleny, M. (1996); Customer-specific value chain: beyond mass customization? (editorial); *Human Systems Management*; vol.15, pp.93-97.
- ▶ Zenger, T.R. & W.S. Hesterly (1997); The disaggregation of corporations: service intervention, high-powered incentives, and molecular units; *Organization Science*; vol.8, no.3, pp.209-222.

ⁱ References to authors we only quote from other publications are not included in this list. For these references, we refer to the original publications in which they were mentioned.