



Multiunit Organization and Multimarket Strategy (Advances in Strategic Management)

Henrich R. Greve Joel Baum

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Hardbound. A conspicuous feature of the modern economy is the multitude of multiunit systems that operate in several markets - an organizational form that arguably rivals the 'M-form' as the 20th century's most successful. Research traditions studying multiunit systems include the multimarket perspective, which has used commitment and mutual forbearance theory, and the multiunit perspective, which has used learning and knowledge transfer theory. These perspectives are interdisciplinary, but to date there has been little direct interaction among them. Although this has been useful for their early development, it is now time that they join forces for further theory development in areas including: examining how variation in firm capabilities affects the coordination of branches and thus their forbearance or transfer of routines; bridging theories of market conduct and internal behavior to explore how knowledge about markets and competitor b

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