



# **Biotechnology Organizations in Action, Volume 20: Turning Knowledge into Business (Progress in Biotechnology)**

*J. Norus*

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# Biotechnology Organizations in Action, Volume 20: Turning Knowledge into Business (Progress in Biotechnology)

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## **Biotechnology Organizations in Action, Volume 20: Turning Knowledge into Business (Progress in Biotechnology)** J. Norus

This volume analyzes the dynamics and interactive processes among the players (individuals, institutions, and organizations/firms) that have constituted and legitimized the development of the biotechnology industries. The unit of analysis is small entrepreneurial firms developing biotechnological products and processes. What types of strategies are small entrepreneurs pursuing in order to create markets for their new products and processes, and how have specific strategies emerged? The primary interest is the network process through which the technological field and the development of institutions and routines evolve and co-evolve.

The theoretical contribution of the book is its focus on the development of the concept of networks. From being regarded as a relative static concept the book transforms the concept into a dynamic concept of networking. The dynamic view on the creation and development of new technologies through network formations is linked to the concept of strategy that is used throughout the book. Hence the strategies are developed along with the creation of technological knowledge, and it is hoped that the diffusion of this specific knowledge will bring new actors into the technological arena or community.

This book will be useful to the academic community, those studying the formation of networks, strategic management, organizational behavior, and management of technology, as well as business observers with a specific interest in the evolution of the biotechnology industry.

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