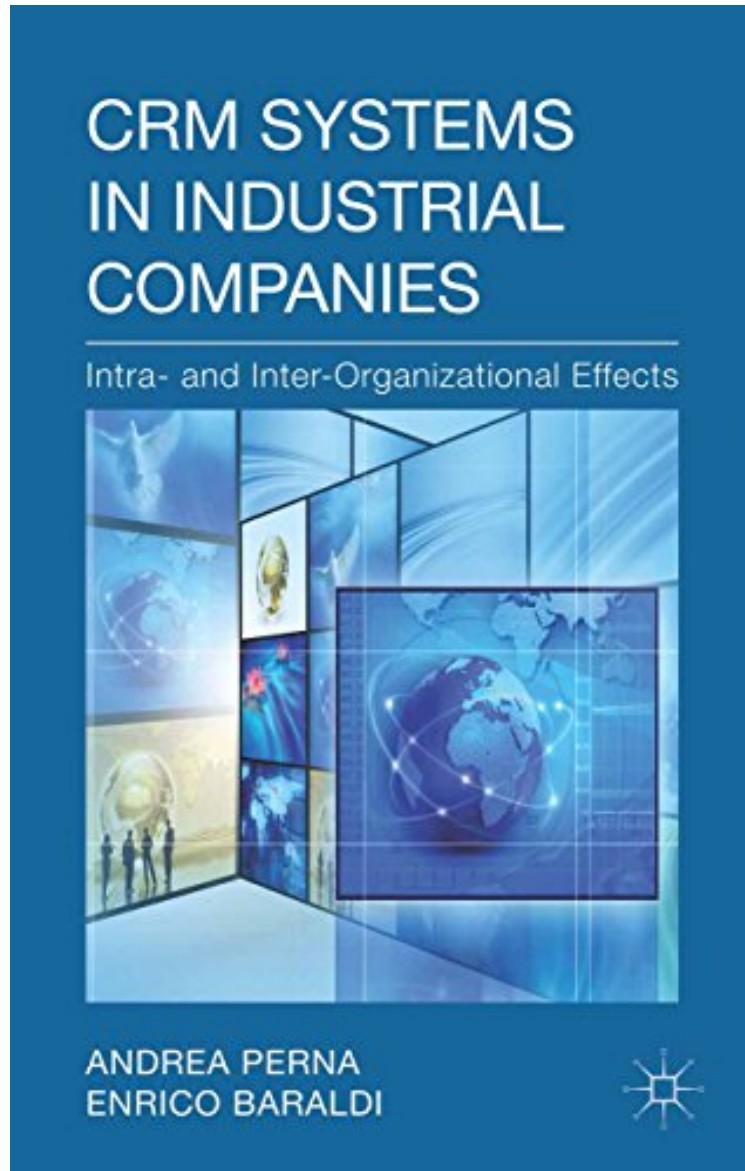


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About the Author Andrea Perna is a researcher in Industrial Marketing at the Department of Engineering Sciences, Uppsala University, Sweden, and at the Department of Management, Polytechnic University of Marche, Italy. His research interests include CRM, new business formation, and innovation in B2B markets. He has published in the Journal of Business Research and Industrial Marketing Management. nbsp; Enrico Baraldi is Full Professor of Industrial Engineering and Management at the Department of Engineering Sciences, Uppsala University, Sweden. His research interests include industrial networks, innovation management, business strategies, science and technology sciences, and academic entrepreneurship. He has published in the California Management , Journal of Business Research, Industrial Marketing Management, Technovation and Management Decision.