



Competition and Cooperation in Sustainable Business

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Message from the Guest Editors

Cooperating and competing, two human activities in pursuit of the same goal: to position oneself better in a context. Companies actively use one or both strategies to improve their position in an increasingly complex competitive environment. With these strategies, companies seek better visibility, lower costs, advantageous access to resources, complementarity in providing services to their customers or access to complex technologies, to cite just a few examples. However, the real challenge is, undoubtedly, to cooperate with competitors, generating a hybrid behaviour that is particularly useful for the development of sustainable business in any of its dimensions. Thus, coopetition has become the norm in contexts that suffer from difficult access to resources, customers or visibility of their businesses, but also in multi-level environments where all actors are immersed in intricate business relationships such as industrial districts, technology parks, tourist destinations and shopping centres/districts, to cite the most common ones.





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