

**NEW PRODUCT DEVELOPMENT AND PRODUCTION
NETWORKS: GLOBAL INDUSTRIAL EXPERIENCE**

Margaret G. Crofts

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In understanding production as a process of materials transformation, the laws of thermodynamics the theory of the movement or flow of heat and the conservation laws provide key insights. In the countries of Eastern Europe, on the other hand, there has been a much more fundamental political—as well as economic—transition towards a more neo-liberal position. First, it enables us to acknowledge both structure and agency as important in bargaining situations. As in all bargaining situations, the relative power of actors within a network depends, in large part, on the extent to which each possesses assets sought by the other party and the extent to which access to such assets can be controlled. More specifically, for GPN research to be productive we need a conceptualization that operates at the interface of structure and agency, flows and territories, culture and economy to overcome such unhelpful and ultimately artificial dualisms. While the link to the migration literature has been made only sporadically by least, it demonstrates a more nuanced understanding of power

relationships, although only one set of relationships—between firms and suppliers—is considered. Many of the private and public actors—firms, NGOs, consumer groups, trade unions .