Contents

Foreword by Gordon Prestoungrange	5
Introduction: MCB University Press – a profile	7
Chapter 1. Competitors or partners? A study of the changing nature of subscription agents and its effect on MCB University Press Timmie Duncan	11
Chapter 2. Exploring the potential for partnerships: strategic alliances and structures for electronic futures Bev Bruce	67
Chapter 3. The king is dead. Long live the king? Corporate life-cycles, succession planning and organizational renewal Mathew Wills	139
Chapter 4. PeerNet: addressing the changing nature of scholarly communication Mike Cross	213
Chapter 5. Maximizing marketing effectiveness through computer-mediated communication Clive Hoey	269
Conclusion Looking forward, looking back: MCB-UP – publisher and enterprise school of management Sarah Powell	329
Epilogue Bev Bruce	343