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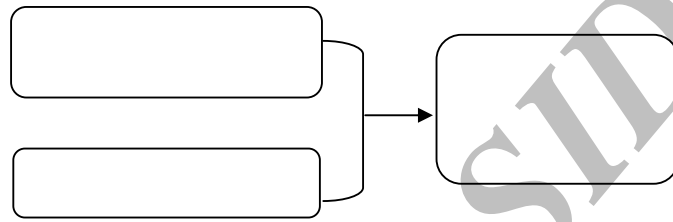
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¹ Diversification Strategies
² Multi-business or Diversified Corporation

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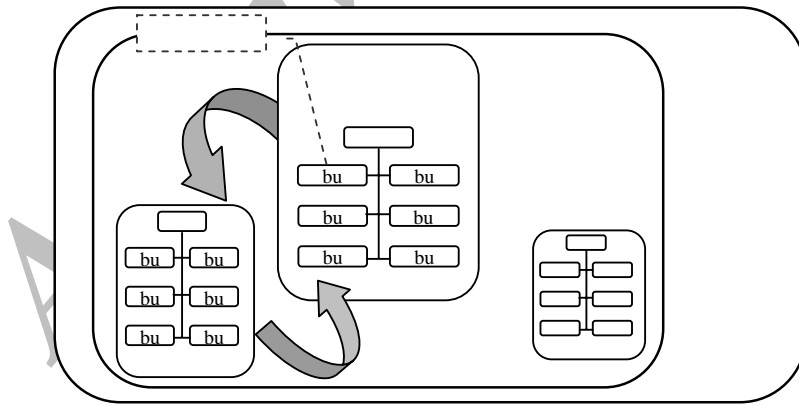
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¹ Switching Cost
² Dyer & Singh

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¹ Relation- specific assets

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- ¹ Switching cost
 - ² Knowledge sharing routines
 - ³ Complementary resources and capabilities

(Dyer & Singh)

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¹ Effective Governance

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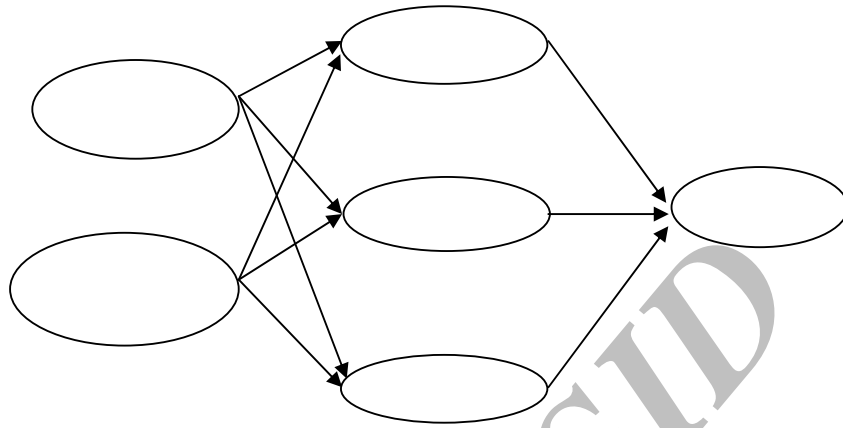
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