



HIGH DEGREE OF COOPERATION	ADVANTAGES
Joint production of products which are then sold under the respective names of the cooperating companies.	Cost reduction.
Joint development of cost-heavy and / or knowledge-heavy components.	Cost reduction and knowledge sharing.
Joint marketing of a product to a target audience; for example, when a number of providers join forces in a joint effort to convince customers that laser eye surgery is harmless and painless.	Efforts to create a market for a new product type, where the individual companies that collaborate each have their own product.
Joint marketing aimed at a target group; for example, when all the shops in a mall issue a joint brochure.	Efforts to draw customers to the area or industry and thereby increase joint sales.
Collaboration in trade unions, joint lobbying with politicians, etc.	Efforts to improve conditions for the industry.
LOW DEGREE OF COOPERATION	

FIGURE 7.7  
Different degrees of coopetition.