Structural Holes. The Social Structure of Competition

Ronald Burt describes the social structural theory of competition that has developed through the last two decades. The contrast between perfect competition and monopoly is replaced with a network model of competition. The basic element in this account is the structural hole: a gap between two individuals with complementary resources or information. When the two are connected through a third individual as entrepreneur, the gap is filled, creating important advantages for the entrepreneur. Competitive advantage is a matter of access to structural holes in relation to market transactions.

Contents:

Acknowledgments

Introduction

1. THE SOCIAL STRUCTURE OF COMPETITION

Opportunity and Capital

Information

Structural Holes

Control and the Tertius Gaudens

Entrepreneurs

Secondary Holes

Structural Autonomy

Summary

2. FORMALIZING THE ARGUMENT

Network Data

Redundancy

Constraint

Hole Signature

Structural Autonomy

Summary

3. TURNING A PROFIT

Product Networks and Market Profit

The Study Population

Hole Effects

Market Hole Signatures

Summary
Appendix: Weighing Alternatives

4. GETTING AHEAD
Contact Networks and Manager Achievement
The Study Population
Hole Effects
Hierarchy
Institutional Holes
Selecting a Network
Summary
Appendix A: Weighing Alternatives
Appendix B: Causal Order

5. PLAYER-STRUCTURE DUALITY
Structural Unit of Analysis
Players and Structures
Escape from Attributes
No Escape
Summary

6. COMMIT AND SURVIVE
Holes and Heterogeneity
Interface and the Commit Hypothesis
Population Ecology and the Survival Hypothesis
Summary

7. STRATEGIC EMBEDDING AND INSTITUTIONAL RESIDUE
The Other Tertius
Strategy Hypothesis
Formal Organization as Social Residue
Personality as Emotional Residue
Summary
Notes
References
Index
Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2158060/](http://www.researchandmarkets.com/reports/2158060/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Structural Holes. The Social Structure of Competition
Web Address: http://www.researchandmarkets.com/reports/2158060/
Office Code: SC6I8LL6

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back):</td>
<td>USD 31 + USD 29 Shipping/Handling</td>
</tr>
<tr>
<td>Hard Copy (Paper back):</td>
<td>USD 23 + USD 29 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp