



# **Value Creation in International Business Relationships: Perspectives of Finnish wood products suppliers**

*Toshiaki Owari*

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A growing number of marketing researchers and practitioners are considering value as an essential constituent of marketing strategy development and implementation. Delivering superior value to customers is a key to creating and sustaining long-term business relationships. In order to differentiate themselves through improved customer interactions, wood products companies need to understand how they can create value in international business-to-business relationships. This book examines how wood products companies create value in international business relationships. As a highly competitive player worldwide, this book focused on the perspective of Finnish wood products suppliers. A conceptual framework of supplier's value creations in international business relationships was developed, and a nationwide survey with a structured questionnaire was conducted to closely examine prevailing experiences and perceptions in both primary and value-added wood products companies in Finland. The distinguishing characteristics and possible measures of Finnish wood products suppliers' value creation in international business relationships were discussed in conclusion.

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