



NETWORKS
NEED
NESS

embeddedness

networks of relationships

prisoners' dilemma

NETWORKS AND EMBEDDEDNESS

- If we consider **embeddedness**, however, then we place more emphasis on **networks of relationships** that build trust and encourage people to want to transact with those whom they trust.
- In essence, this situation recalls the infamous **prisoners' dilemma**, especially since we tend to want to cooperate more easily with people we've successfully worked with before.

EMBEDDEDNESS AND ITS FLEXIBILITY

