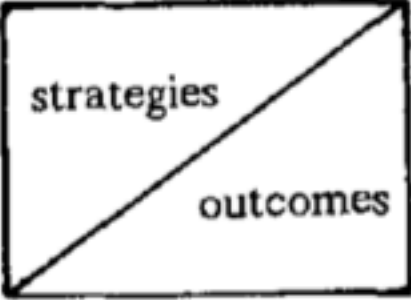


Fig. 10. Flow chart for integration versus contract decision.

# 在特殊性資產的狀況，不同合作策略導致的結果

key:

	Weak Legal/Technical Appropriability		
	Strong Legal/Technical Appropriability	Innovator Excellently Positioned versus Imitators with Respect to Commissioning Complementary Assets	Innovator Poorly Positioned versus Imitators with Respect to Commissioning Complementary Assets
innovators and imitators advantageously positioned vis a vis independent owners of complementary assets	(1) contract  innovator will win	(2) contract  innovator should win	(3) contract  innovator or imitator will win; asset owners won't benefit
innovators and imitators disadvantageously positioned vis a vis independent owners of complementary assets	(4) contract if can do so on competitive terms; integrate if necessary  innovator should win; may have to share profits with asset holders	(5) integrate  innovator should win	(6) contract (to limit exposure)  innovator will probably lose to imitators and/or asset holders

market power of innovators/imitators versus owners of complementary assets

degree of intellectual property protection