



Conditions of success of a collective dynamic: the case of the cork industry in France

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Abstract: This article examines the potential importance of third-party actors in the recovery of a sector when they stimulate collective business momentum. The work undertaken is based on the study of the cork sector in France, which is threatened by the entry of new foreign businesses. The field investigation finds that if a third-party actor can effectively contribute to the recovery of a sector, its action remains anchored to a territory.

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