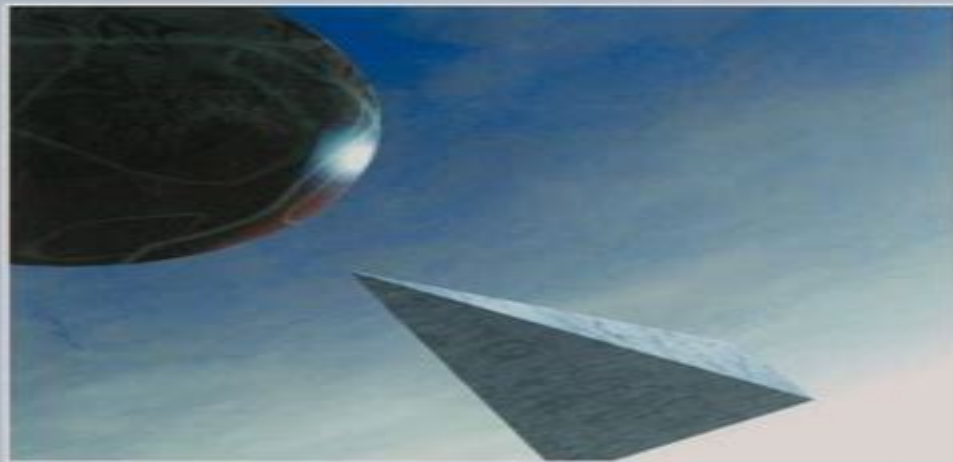# COOPERATIVE STRATEGY

Competing Successfully through Strategic Alliances

Pierre Dussauge and Bernard Garrette

Foreword by C. K. Prahalad

WILEY

Cooperative Strategy Competing Successfully Through Strategic Alliances

Steven Casper,Frans van Waarden

Cooperative Strategy Competing Successfully Through Strategic Alliances:

   Cooperative Strategy Pierre Dussauge,Bernard Garrette,1999-07-09 Cooperative Strategy Competing Successfully through Strategic Alliances Pierre Dussauge and Bernard Garrette HEC School of Management France In recent years such corporate giants as Boeing Toyota Nestl Philips United Airlines IBM and Intel have increasingly turned to alliances in order to develop new products and technologies enter new markets and globalize their activities Indeed no one firm however dominant can beat the competition entirely on its own Unfortunately managers have found collaboration to be a difficult and sometimes dangerous strategy they have often over estimated the benefits of alliances while overlooking their pitfalls which only materialize over time C K Prahalad notes in the foreword that managers need a robust framework for navigating through these uncharted waters and that this book provides an invaluable source of ideas and practical guidance in their search As the dynamics of the business landscape change and alliances become an increasingly used competitive weapon Cooperative Strategy will enable managers to plan implement and make the best use of strategic alliances This book significantly advances the literature on strategic alliances The case studies are fresh and the insights they provide are powerful This book is a must read for both managers and academics interested in cooperative strategies Nitin Nohria Professor of Business Administration Harvard Business School This book provides an excellent guide to the new skills needed in an environment where more and more managers must learn to collaborate in order to enhance the competitive position of their company No one can become a global leader alone John M Stopford Professor of International Business London Business School The framework developed by Pierre Dussauge and Bernard Garrette provides new and valuable insights on the strategic and managerial issues raised by alliances in particular when these alliances bring together companies that compete in the same industries Indeed getting former competitors to collaborate efficiently is a difficult endeavour this book offers managers guidelines that will make this challenge less daunting Jean Luc Lagard re CEO Matra Hachette This excellent book provides insightful clarity on the various types of alliances and successfully explores the issues pitfalls and traps which ensnare the misinformed The examples are rich and the perspective truly global In particular it disentangles the more creative forms of co opetition between rival firms and lays out the longer term outcomes of alliances It is pragmatic and practical bristling with concrete suggestions on how to make alliances successful Bruce Simpson Principal McKinsey Company   Cooperative Strategy John Child,David Faulkner,Stephen B. Tallman,Linda Hsieh,2019 This new edition of Cooperative Strategy provides a comprehensive view of the practical and theoretical literature concerning cooperative strategies and the alliance and network organizational forms that are the enablers of these strategies   Organization John Child,2015-02-23 The definitive organization management text for executives and aspiring business leaders Organization Contemporary Principles and Practices Second Edition is the completely updated and revised landmark guide to macro organization theory and design fully grounded in current international practice International management expert John Child

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autonomy   *Healthcare Strategy* Roice D. Luke,Stephen Lee Walston,Patrick Michael Plummer,2004 With a focus on the five P s of competitive advantage power position pace potential performance this text selectively applies and adapts the concepts and methods of strategy analysis to the unique constraints and realities of the healthcare industry It also discusses how to access market structure an activity that is critically important in today s competitive enviornment Instructor Resources Chapter specific teaching tips study questions and PowerPoint slides To see a sample click the link in the right hand navigation bar   **National Competitiveness in Global Economy** Attila Chakán,Erzsébet Czakó,Zita Zoltay-Paprika,2002 The Hungarian economy is on a new development path after coping successfully with challenges raised by national economic transition and the increasing globalization in the first half of the 1990s Competitiveness has become a key issue for both macroeconomic analysts and for decision makers in business and government Recognition of the above in 1995 led the Budapest University of Economic Sciences to start a research program titled In Global Competition Microeconomic Factors of Competitiveness of the Hungarian Economy A focal element of the research program was an opinion survey The analysis of the database of two surveys makes it possible to provide an overview of the changes in the behavior performance and selected operational fields of Hungarian companies between 1995 and 1999 The main findings of this analysis are published in this book Besides the description of the Hungarian developments the authors provide some more general conclusions for those interested in micro and   *Effective Public-private Partnership in the Information Technology Sector* ,2003 This study focuses on the importance of public private partnership in the area of Information and Communication Technology ICT It discusses the concept of partnership and describes the activities of the public government sector in providing an overall ICT support framework The study also analyzes the implications of public private partnership for small and medium sized enterprises and examines related experiences in the European Union and the transition economies In addition an analysis is presented on countries that have transformed their economies by developing effective ICT industries Views of the business community on public private partnerships in Europe and also discussed   **Exploring Policy Options for a New Rural America** ,2001   Advances in International Management Michael A. Hitt,Joseph Lap-Chiu Cheng,2004   **Corporate Finance** ,1999-07   **Aanwinsten van de Centrale Bibliotheek (Queteletfonds)** Bibliothèque centrale (Fonds Quetelet),1999   *Network Knowledge in International Business* European International Business Academy. Conference,2002 This book focuses on current cutting edge research concerning the increasing strategic importance of subsidiary networks to the multinational firm It combines contributions from three major related areas of inquiry the changing theoretical conception of networks and the structure of the multinational firm the importance of spillovers and agglomeration economies related to multinational investments and the management of the flow of information and knowledge from headquarters to subsidiaries and vice versa The book approaches the network structure of the firm from the different perspectives of the expert international contributors while also combining theoretical perspectives with recent

empirical evidence Network Knowledge in International Businessoffers students in international business and strategy a cross section of relevant research and current empirical evidence relating to knowledge management and the management of the modern multinational   Subject Guide to Books in Print ,1997   *Innovation and Institutions* Steven Casper,Frans van Waarden,2005 Innovation and Institutionsis an extensive elaboration on the make up of systems of innovation It examines why some countries are more innovative than others why national styles of innovation differ and goes on to explore why some countries make radical innovations but fail to successfully market them whilst others making incremental innovations have more commercial success The book draws on a variety of different literatures and perspectives to illustrate the organizational and institutional dimensions of national innovation systems Literatures discussed include the economics of innovation organizational sociology administrative science institutional economics organizational learning network analysis business systems economic governance and regulation This truly interdisciplinary book will be invaluable to academics and researchers focussing on innovation in a wide range of fields It will also strongly appeal to practitioners and policymakers concerned with innovation   Software Engineering for Multi-agent Systems ... ,2004   *IEEE International Engineering Management Conference* ,2005

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