

Cooperative Strategy: Competing successfully through strategic alliances / Pierre Dussauge and Bernard Garrette

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Abstrak

The emergence of new rules of competition is never instantaneous. Cracks in the established rules are broken slowly. Theoretically warning signals have been visible for some time. While managers have experimented with a wide variety of forms, there have been but few attempts to codify our experience thus far and extend the lessons to the future. This needs an astute combination of detailed case studies and an ability to generalize from the specifics