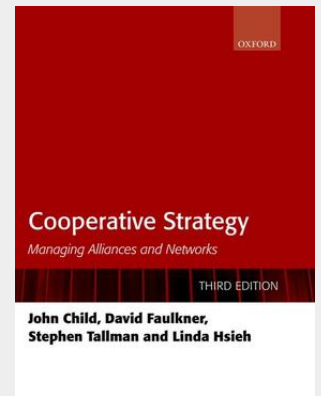


Cooperative Strategy

Managing Alliances and Networks

Cooperation has become the leading strategy adopted by business and other organizations. It is taking on new forms that are adapted to changing market expectations and technological possibilities in the rapidly evolving business environment. 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. It takes the reader through the stages of developing a cooperative alliance, from choosing a cooperative form and selecting partners, to establishing an alliance and managing the process of cooperation. It examines cooperative strategies in different sectors as well as internationally, and discusses performance criteria and evolution of cooperation over time. With insights from internationally recognized experts on cooperative strategy, this book presents extensive research on the topic while also addressing practical issues of alliance management. Echoing the words of the famous social psychologist Kurt Lewin that 'there is nothing so practical as a good theory', the authors provide a sound understanding of the theory and research on cooperative strategy so as to inform its practice. In this respect, this new edition follows its predecessor as an essential resource for both students and managers alike.



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