

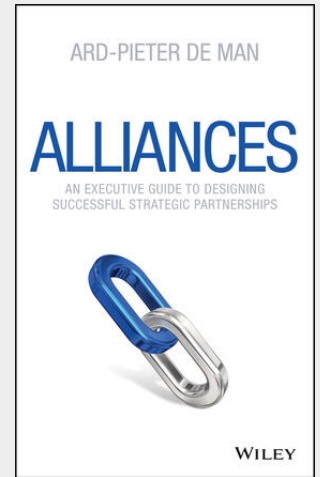
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Alliances

An Executive Guide to Designing Successful Strategic Partnerships

A timely and practical guide that helps senior managers design successful strategic partnerships. Strategic alliances are increasingly common among modern corporations and a hot topic in today's business schools. Alliance is a sophisticated guide to crafting successful partnerships, offering a combination of carefully designed checklists, up-to-date examples and scenarios from around the world, and the tools needed to ensure that all elements of an alliance are taken into account and fully assessed. Most managers don't have the experience or knowledge to create a functional alliance governance structure. This book fills that knowledge gap with a clear description of the proper implementation process. * Ideal for business leaders engaged in building a corporate alliance and business school students * Covers all of the available alliance structure, describes the building blocks of alliance design, and defines an effective process for managers constructing alliances * Written by a leading expert on the subject who is a member of the Board of Directors of the Association of Strategic Alliance Professionals. As the popularity and frequency of corporate strategic alliances grows, Alliance gives business leaders the insight and practical advice they need to ensure their partnerships benefit all parties.

Strategic alliances are an increasingly important part of corporate activity, shaping organizational structure and contributing significant sums to company revenue. As a result, the value of effective alliance design cannot be underestimated, providing the foundation for a company's long-lasting success. Alliances combines theoretical knowledge from recent studies with real-life examples to create a thought provoking, informative text. Chapters cover key topics including: alliance forms and their characteristics, change management, building alliance frameworks, and the shape of future alliances. Alongside this comprehensive overview, an extensive checklist is included, to guide executives through alliance design. This sophisticated guide will help managers navigate the alliance arena, providing practical support for creating effective partnerships. By drawing on the best case studies from different industries around the world, Alliances offers insightful examples of the most innovative collaborations. This book will enrich your understanding of the challenges and opportunities involved in collaboration, and give you the knowledge and confidence to execute a successful alliance.



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