

Cooperative Strategies and Alliances

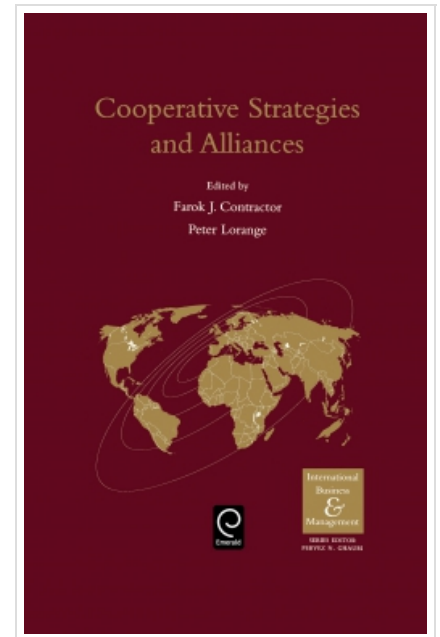
International Business and Management

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About the Book

Reflects the current state-of-the-art research in the alliance field. It is based on thirty-six papers contributed by leading academics at a conference hosted by Professors Contractor and Lorange at IMD, Switzerland. A follow-up to the original conference this book reflects the latest thinking within this field. While the papers have an academic tone, they abound with practical insights and recommendations for alliance practice. Cooperative Strategies in International Business contains papers presented at a conference fifteen years ago hosted by Professors Contractor and Lorange and held at Rutgers University, USA. The book, had a strong impact on the field of international management and strategy, and presaged the explosive growth of alliances over the last decade. It remains today a landmark reference volume, and its papers are still widely read and referenced in companies, MBA and doctoral programs in Business Management worldwide. Together both books provide an indispensable set for academics, policy makers, consultants and strategists involved in strategic alliances.



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