



Mastering Alliance Strategy: A Comprehensive Guide to Design, Management, and Organization

James D. Bamford, Benjamin Gomes-Casseres, Michael S. Robinson

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Successful business alliances today are critical to the competitive advantage of many companies. Mastering Alliance Strategy presents state-of-the-art thinking and practices for using partnerships effectively. This essential resource will help you understand and use alliances better, whether you are a new or seasoned alliance professional, a business-development specialist, a line manager, or a top executive. The authors argue that the secrets to success lie not solely in the intricacies of a deal but also in the strategy and organization behind the deal. They draw ideas and tools from years of research and reporting on four elements that are key to an effective alliance strategy:

- * Designing the alliance and crafting the agreement
- * Managing the alliance after it is launched
- * Leveraging a constellation of alliances
- * Building an internal alliance capability



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