

Yves L. Doz
Gary Hamel

ALLIANCE ADVANTAGE



The Art of
Creating Value
through
Partnering

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Alliance Advantage The Art Of Creating Value Through Partnering

Fiorenza Belussi, Luigi Orsi



Alliance Advantage The Art Of Creating Value Through Partnering:

Alliance Advantage Yves L. Doz, Gary Hamel, 1998 After a decade of reengineering and downsizing many companies are leaner more efficient and acutely focused on their core business Yet today's growth opportunities in global markets and new technologies demand a wider range of skills More and more firms must turn to alliances often with their rivals to meld the right resources for pursuing new opportunities However few managers are accustomed to working with undefined boundaries between collaboration and competition with the need to combine unfamiliar skills with networks of interdependent alliances and with complex value creation strategies Nor has their experience with traditional joint ventures prepared them for this world of intricate alliance webs Alliance Advantage aims to help today's managers and their companies be more successful in their efforts to create guide and thrive with alliance strategies Most conventional wisdom about alliances has focused on the formal design of bilateral alliances devoting too little attention to the strategic underpinnings and too little commitment to building relationships With Alliance Advantage strategy experts Yves Doz and Gary Hamel convincingly argue that it is the strength of alliance strategies and the frequently overlooked internal processes that play the decisive role in shaping eventual outcomes In a fundamentally new perspective on the way alliances are formed and managed the authors reveal the analysis processes and partner interactions that enable allies to meet their strategic goals Drawing on principles of strategy organizational design organizational learning and collaborative management this is the definitive resource for both understanding and leveraging the powerful advantages of alliances Alliance Advantage provides both conceptual and practical tools for analyzing the design and performance of alliances Here for the first time is a comprehensive guide that will help managers build new collaborations and improve existing ones Each chapter examines a different aspect of an alliance from selecting the right partners to minimizing conflicts to determining further commitments Companies such as Xerox Boeing Honda and Corning among others provide examples of successful and unsuccessful partnerships painting a vivid picture of the conditions that can make or break an alliance Successful alliances say Doz and Hamel require constant attention With Alliance Advantage they offer today's best opportunity to study understand and increase the effectiveness of strategic alliances *Alliance Advantage* Yves L. Doz, 1998 **Elgar Companion to**

Neo-Schumpeterian Economics Horst Hanusch, Andreas Pyka, 2007 The Elgar Companion to Neo Schumpeterian Economics is a cutting edge collection of specially commissioned contributions highlighting not only the broad scope but also the common ground between all branches of this prolific and fast developing field of economics For 25 years economists have been investigating industrial dynamics under the heading of neo Schumpeterian economics which has itself become a mature and widely acknowledged discipline in the fields of innovation knowledge growth and development economics The Elgar Companion to Neo Schumpeterian Economics surveys the achievements of the most visible scholars in this area The contributions to the Companion give both a brief survey on the various fields of neo Schumpeterian economics as well as

insights into recent research at the scientific frontiers The book also illustrates the potential of neo Schumpeterian economics to overcome its so far self imposed restriction to the domains of technology driven industry dynamics and to become a comprehensive approach in economics suited for the analysis of development processes in all economic domains Integrating both the public sector and financial markets the book focusses on the co evolutionary processes between the different domains As a roadmap for the development of a comprehensive neo Schumpeterian theory the Companion will be an invaluable source of reference for researchers in the fields of industrial dynamics and economic growth and academics and scholars of economics generally PhD students will find the Companion an indispensable general introduction to the field of neo Schumpeterian economics It will also appeal to politicians and consultants engaged in national and international policy as the Companion deals with the highly important and ever topical phenomena of economic development

Handbook of Strategic Alliances Oded Shenkar, Jeffrey J. Reuer, 2006 Covers research on strategic alliances and serves to lay out a research agenda on collaborative strategy and alliance management This book covers the theoretical foundations that guide work on inter firm collaboration ranging from sociological perspectives to real options theory to diverse traditions within organizational economics

Synergy Value and Strategic Management Stefano Garzella, Raffaele Fiorentino, 2016-08-29 This book addresses synergy management which poses an important challenge for firms advisors and practitioners involved in mergers and acquisitions M A Synergy plays a key role in M A contexts both in the decision making process and subsequently in the integration phase However despite the fact that synergy value is commonly regarded as one of the key success factors in M A research shows that firms generally fail to achieve the expected synergy The extant literature is characterized by a lack of comprehensive models of synergy management the assessment of synergy value remains a black box for scholars and practitioners alike The authors provide a comprehensive framework for synergy management by integrating findings from prior research and various disciplines The framework highlights the main dimensions of synergy management in mergers and acquisitions common pitfalls and new models and tools for avoiding them As such the book enriches the M A literature offers new insights for scholars and provides valuable guidelines for practitioners involved in synergy management

Managing Alliance Portfolios and Networks T. K. Das, 2017-06-01 *Managing Alliance Portfolios and Networks* is a volume in the book series *Research in Strategic Alliances* that focuses on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances In particular the books in the series cover new views of interdisciplinary theoretical frameworks and models significant practical problems of alliance organization and management and emerging areas of inquiry The series also includes comprehensive empirical studies of selected segments of business economic industrial government and non profit activities with wide prevalence of strategic alliances Through the ongoing release of focused topical titles this book series seeks to disseminate theoretical insights and practical management information that should enable interested professionals to gain a rigorous and comprehensive understanding of the field of

strategic alliances Managing Alliance Portfolios and Networks contains contributions by leading scholars in the field of strategic alliance research The 9 chapters in this volume deal with significant issues relating to the management of alliance portfolios and alliance networks These issues range from value creation in alliance ecosystems management lessons from social enterprise and a configurational perspective on alliance management capabilities to the competition dynamics of alliance networks internationalization of an alliance portfolio and structural embeddedness of alliance networks during industry convergence The chapters contain empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy research perspectives on managing alliance portfolios and alliance networks

Managing Multipartner Strategic Alliances T. K. Das, 2015-09-01 Managing Multipartner Strategic Alliances is a volume in the book series Research in Strategic Alliances that focuses on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances In particular the books in the series cover new views of interdisciplinary theoretical frameworks and models significant practical problems of alliance organization and management and emerging areas of inquiry The series also includes comprehensive empirical studies of selected segments of business economic industrial government and non profit activities with wide prevalence of strategic alliances Through the ongoing release of focused topical titles this book series seeks to disseminate theoretical insights and practical management information that should enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances Managing Multipartner Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research The 10 chapters in this volume cover a number of significant topics related to the formation operation and performance of multipartner strategic alliances i e alliances with more than two members that are increasingly being formed in various industrial sectors The chapter topics cover both the broader issues such as the peculiar complexities of multipartner alliances that arise because of indirect or generalized reciprocities among its multiple members vis vis the direct reciprocity within dyadic or two member alliances and the roles of power and multilevel embeddedness and the more focused topics of managing triadic alliances the evolution of an airline alliance and the nature of value creation in a consortium The chapters include empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy research perspectives on the nature management and performance of multipartner alliances

Innovation, Alliances, and Networks in High-Tech Environments Fiorenza Belussi, Luigi Orsi, 2015-09-16 Recent years have seen a growth in strategic alliances mergers and acquisitions and collaborative networks involving knowledge intensive and hi tech industries However there have been relatively few studies looking at this form of collaboration as a strategy to drive firms innovative performances This book specifically focuses on the role of strategic alliances M A and innovation networks providing insights on if and how they contribute to boosting firms innovation performances The book has a double purpose Firstly it investigates at an industry level the role played by the alliance M As

and networks in high tech environments such as biotechnology pharmaceutical software and nanotechnology in creating transforming and reshaping the dynamics inside and between industries Secondly it explores the impact at the firm level of factors such as cognitive distance management capabilities and relational and social capabilities on firms global innovation capacity measured as innovation quantity innovation quality and innovation novelty The book will be of interest to scholars working on the economics of innovation innovation management studies strategic management regional science and evolutionary economics among other areas

Strategic Alliances in a Globalizing World T. K. Das, 2011-04-01 Strategic Alliances in a Globalizing World contains contributions by leading scholars in the field of strategic alliance research The 11 chapters in this volume cover a number of significant topics that speak to the growing role of strategic alliances in a globalizing business world The chapter topics cover both the broader issues such as the creation of competitive advantage and expanding into institutionally different countries and the more focused problems of alliance formation contractual governance governance structure choice the development of alliance capability the containment of opportunism relationship management sensemaking and the intersection of culture and legitimacy The chapters include empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy areas of alliance research in the globalization context

Procurement Systems Derek Walker, Steve Rowlinson, 2007-10-31 Innovative and novel this book extends its coverage of the topic well beyond the conventional themes of project solicitation and proposal evaluation Using extensive experience gathered over five years of teaching postgraduate courses Walker and Rowlinson build on Procurement Systems A Guide to Best Practice in Construction to present a comprehensive and coherent volume that is invaluable to the wider project management community Cross disciplinary in approach coverage includes general historical issues and practical discussions of different types of projects and their procurement needs It provides and discusses cutting edge research and thought leadership on issues such as stakeholder management ethics and corporate governance issues business strategy implications on procurement e business innovation and organizational learning cultural dimensions human resource development Helping readers to design project procurement implementation paths that deliver sustainable value this indispensable volume is key reading for students lecturers and professionals working in or studying project management

Customer Engagement in Theory and Practice Katarzyna Żymkowska, 2019-02-27 Offering a pragmatic understanding of customer engagement as an object of effective marketing management this book takes an integrative approach and brings together different streams of marketing research such as customer activism and value formation The author explores the notion of customer engagement by analysing empirical data compiled from firms operating in the consumer goods and services sectors as well as from the consumers themselves An insightful read for scholars of consumer behaviour and customer relationship management this book advances understanding of the drivers components and effects both positive and negative of customer engagement and proposes a comprehensive framework for its management

A Focused Issue on

Identifying, Building and Linking Competences Ron Sanchez, Aimé Heene, 2010-05-26 Features a collection of papers that explores the challenges in identifying building and linking competences within and between organizations This title includes a paper that describes a facilitated process through which managers may identify an organization's competences It also explains basic issues in building organizational competence

Managing Human Resources in Cross-border Alliances Randall S. Schuler, Susan E. Jackson, Yadong Luo, 2004 Considers the growing importance of cross border alliances in particular international joint ventures mergers and acquisitions Featuring case studies and other added value features this is an essential text for students of HRM

The Oxford Handbook of Inter-organizational Relations Steve Cropper, 2008 Inter organizational relations IOR the study of Strategic Alliances Joint Ventures Partnerships Networks and other forms of relationship between organizations is a field of study that has burgeoned over the last four decades but is fragmented drawing contributions from a wide variety of disciplines theoretical bases and sectoral interests The Oxford Handbook of Inter Organizational Relations provides a structured overview of the field With contributions from leading international experts on their particular areas of expertise it is an authoritative introduction to its research findings The material is organized in three main sections The first relates to research that focuses on particular manifestations of IORs such as industry supply policy and project networks public and voluntary sector partnerships strategic alliances and so on The second section relates to research that stems from distinct disciplinary or theoretical bases including institutional theory social networks evolutionary theory transaction cost economics management process psychology critical theory political theory economic geography and the legal perspective The third section focuses on key topics in contemporary IOR topics or those that will become so in the future These include trust power development interventions social capital learning and knowledge dynamics and change and evaluation

Reorganize for Resilience Ranjay Gulati, 2010-01-19 In an era of raging commoditization and eroding profit margins survival depends on resilience staying one step ahead of your customers Sure most companies say they're customer focused but they don't deliver solutions to customers' thorniest problems Why Because they're stymied by the rigid silos they're organized around In *Reorganize for Resilience* Ranjay Gulati reveals how resilient companies prosper both in good times and bad driving growth and increasing profitability by immersing themselves in the lives of their customers This book shows how resilient organizations cut through internal barriers that impede action build bridges between warring divisions and transform former competitors into collaborators Based on more than a decade of research in a variety of industries and filled with examples from companies including Cisco Systems La Farge Starbucks Best Buy and Jones Lang LaSalle Gulati explores the five levers of resilience

- Coordination Connect eradicate or restructure silos to enable swift responses
- Cooperation Foster a culture that aligns all employees around the shared goals of customer solutions
- Clout Redistribute power to bridge builders and customer champions
- Capability Develop employees' skills at tackling changing customer needs
- Connection Blend partners' offerings with yours to provide unique customer solutions

Managing Networks in the Digital Economy Josef Windsperger, Gérard Cliquet, Oksana Galak, George W. J.

Hendrikse, 2025-03-29 This book presents recent developments in the theory and management of networks such as alliances cooperatives franchise chains and platforms In addition it explores the impact of digitalization on networks and presents empirical studies on digital platform businesses The book will be of major interest to scholars and students of economics of organization business and management governance of networks and digital platforms and practicing managers

Governance Issues in Strategic Alliances T. K. Das, 2016-08-01 Governance Issues in Strategic Alliances is a volume in the book series Research in Strategic Alliances that focuses on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances In particular the books in the series cover new views of interdisciplinary theoretical frameworks and models significant practical problems of alliance organization and management and emerging areas of inquiry The series also includes comprehensive empirical studies of selected segments of business economic industrial government and non profit activities with wide prevalence of strategic alliances Through the ongoing release of focused topical titles this book series seeks to disseminate theoretical insights and practical management information that should enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances

Governance Issues in Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research The 10 chapters in this volume deal with significant issues relating to the governance of strategic alliances These issues range from governance structure choices under diverse conditions of uncertainty risks controls and resources to the effects of governance decisions on asset protection cooperative relationships internal tensions and culture management The chapters contain empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy research perspectives on the issues of governance in strategic alliances

Boundary Spanning Elements and the Marketing Function in Organizations Sunil Sahadev, Keyoor Purani, Neeru Malhotra, 2015-02-25 This book presents current research on boundary spanning elements The editors bring together extant knowledge in the field and present a uniform narrative Previous studies have often been disseminated across several academic disciplines like services marketing personal selling and sales management etc and this monograph aggregates studies dealing with boundary spanning elements or has boundary spanning elements related to the marketing function as the main empirical platform under a uniform theoretical perspective Each chapter in the book deals with an important research theme and synthesizes studies in relation to boundary spanning elements

A New Generation in International Strategic Management

Stephen B. Tallman, 2007 Stephen Tallman has put together an excellent tome by high quality emerging scholars that provides cutting edge knowledge on the field of international strategy The coverage is thorough including more traditional topics such as the outcomes of internationalization e g performance innovation risk reduction and market entry modes of cross border M structural innovations by multinational firms with particular attention to organizing for the efficient transfer

of knowledge resources within networks of alliances and new ways of considering the effects of location focusing on the relative importance of regional clusters and countries and the impact of geographical and cultural distance on international strategies Stephen Tallman has geared the book to an academic audience specifically faculty and graduate students in international business international management and global strategy Sophisticated international business practitioners will also find it an interesting read *Proceedings of IAC 2022 in Prague* Group of Authors, 2022-05-26 International Academic Conferences Management Economics and Marketing IAC MEM Teaching Learning and E learning IAC TLEI Transport Logistics Tourism and Sport Science IAC TLTS

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