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# STRATEGIC ALLIANCES

AN ENTREPRENEURIAL  
APPROACH TO  
GLOBALIZATION

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# Strategic Alliances An Entrepreneurial Approach To Globalization

**Hong Liu**



## **Strategic Alliances An Entrepreneurial Approach To Globalization:**

**Strategic Alliances** Michael Y. Yoshino,1995      **Strategy, Organization and Performance Management** Soeren Dressler,2004 Designing effective organizations is a key challenge for companies in particular in the fast moving business world of today The late 1990s and early 2000s have seen multiple Organization Management innovations applied successfully such as Business Process Outsourcing Shared Services and Offshoring Advanced techniques such as Balanced Scorecards and integrated Planning Systems have become effective enablers for strategy execution This book spans a framework from strategy definition and designing strategy compliant organizations to monitoring effective implementation and Performance Management On this journey basic principles of Organization Management are discussed in detail and at the same time state of the art Best Practices are highlighted A set of to the point case studies demonstrate how leading edge companies make effective use of the concepts discussed The approach of the book is of great use for both students underway to become Organization Management practioners and experienced business experts in search of the latest thinking and tools to enhance Organizational Effectiveness and everybody in between Instant access to electronic ebook edition available Click on Diesel eBooks logo to the left      [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

**How to Navigate Strategic Alliances and Joint Ventures** Meeta Dasgupta,2020-03-03 This book takes readers across the different stages of an alliance lifecycle and through practical incidents discusses and debates on the decisions to be taken Organizations large and small are realizing the importance of collaborations to achieve their business objectives Organizations to create independent and joint values are entering into strategic alliances with their suppliers customers and even their competitors Every alliance follows a lifecycle and decisions have to be taken by executives at each stage Anticipated revenues and other sources of financial value remain unrealized if inadequate decisions are taken and alliances fail or under perform This book takes readers across the different stages of an alliance lifecycle and through practical incidents discusses and debates on the decisions to be taken The book also demonstrates the various challenges faced by executives in an alliance This book is perfect for managerial executives who are contemplating proposing a strategic alliance for their organizations or are part of an organization juggling various ongoing alliances alliance managers and business

development professionals In short the content of the book should be of interest to anyone for whom alliances are a topic of interest

*Behavioral Perspectives on Strategic Alliances* T. K. Das, 2011-11-01 Behavioral Perspectives on Strategic Alliances is a volume in the book series Research in Strategic Alliances that will focus on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances In particular the books in the series will cover new views of interdisciplinary theoretical frameworks and models significant practical problems of alliance organization and management and emerging areas of inquiry The series will also include 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 will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances Behavioral Perspectives on Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research The 14 chapters in this volume cover a number of significant topics that examine the increasingly prominent role of behavioral factors in alliance evolution and management This behavioral perspective is only recently emerging in the literature but its roots lie in the impact of micro level variables on macro level outcomes The chapters cover both the traditional behavioral issues including the role of alliance managers and the dynamics of trust and cooperation and the emerging research perspectives that deal with topics such as the enactment of alliances sensemaking in interorganizational relationships building an alliance culture managing internal tensions cognitive dissimilarities behavioral responses to adverse situations interpartner legitimacy and interpretive schemes The chapters include empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy behavioral perspectives in the field of alliance research

**Strategic Alliances for SME Development** T. K. Das, 2015-11-01 Strategic Alliances for SME Development 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 Strategic Alliances for SME Development contains contributions by leading scholars in the field of strategic alliance research The 12 chapters in this volume deal with the increasingly significant role of strategic alliances in the development of SMEs covering such diverse topics as management capability and internationalization of alliance portfolios building alliances development drivers founder ties

competitive edge strategic alignment technology and innovative firms and temporary project alliances 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 role of strategic alliances for the development of small and medium sized enterprises

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

Intelligence and Security Informatics Christopher C. Yang, Hsinchun Chen, Michael Chau, Kuiyu Chang, Sheau-Dong Lang, Patrick Chen, Raymond Hsieh, Daniel Zeng, Fei-Yue Wang, Kathleen M. Carley, Wenji Mao, Justin Zhan, 2008-06-10 This book constitutes the refereed proceedings of the three international workshops PAISI 2008 PACCF 2008 and SOCO 2008 held as satellite events of the IEEE International Conference on Intelligence and Security Informatics ISI 2008 in Taipei Taiwan in June 2008 The 55 revised full papers presented were carefully reviewed and selected from the presentations at the workshops The 21 papers of the Pacific Asia Workshop on Intelligence and Security Informatics PAISI 2008 cover topics such as information retrieval and event detection internet security and cybercrime currency and data protection cryptography image and video analysis privacy issues social networks modeling and visualization and network intrusion detection The Pacific Asia Workshop on Cybercrime and Computer Forensics PACCF 2008 furnishes 10 papers about forensic information management forensic technologies and forensic principles and tools The 24 papers of the

Workshop on Social Computing SOCO 2008 are organized in topical sections on social web and social information management social networks and agent based modeling as well as social opinions e commerce security and privacy considerations     **Mastering Alliance Strategy** James D. Bamford,Benjamin Gomes-Casseres,Michael S.

Robinson,2003-02-03 Erfolgreiche Unternehmensallianzen sind heute f r viele Unternehmen absolut wichtig wenn es darum geht sich einen Wettbewerbsvorteil zu sichern Mastering Alliance Strategy ist ein umfassender Leitfaden zum Thema Allianzstrategie Er entwirrt die haarigsten Themen rund um das Allianzmanagement und erl utert die aktuellsten Gedanken Ideen und Praktiken f r eine effektive Nutzung von Partnerschaften Ob absoluter Anf nger oder erfahrener Allianzexperte ob Fachmann im Bereich Unternehmensentwicklung Linienmanager oder F hrungskraft hier lernen Sie Allianzen besser zu verstehen und auszunutzen Die Autoren zeigen dass das Erfolgsgeheimnis nicht nur in den Feinheiten einer Vereinbarung liegt sondern auch in der Strategie und Organisation hinter dieser Vereinbarung Aus ihrer langj hrigen Forschungsarbeit und Berichterstattung pr sentieren sie hier Ideen und Tools zu den vier Kernelementen einer effektiven Allianzstrategie Planen der Allianz und Entwerfen der Vereinbarung Managen der Allianz sobald sie gegr ndet ist Vorteile ziehen aus einer Konstellation von Allianzen Aufbau einer internen Allianzfhigkeit Verst ndlich geschrieben Mit anschaulichem Beispielmaterail Mastering Alliance Strategy die ultimative Pflichtlekt re f r alle Unternehmensstrategen und F hrungskr fte

**Business Chemistry** Jens Leker,Carsten Gelhard,Stephan von Delft,2018-03-07 Business Chemistry How to Build and Sustain Thriving Businesses in the Chemical Industry is a concise text aimed at chemists other natural scientists and engineers who want to develop essential management skills Written in an accessible style with the needs of managers in mind this book provides an introduction to essential management theory models and practical tools relevant to the chemical industry and associated branches such as pharmaceuticals and consumer goods Drawing on first hand management experience and in depth research projects the authors of this book outline the key topics to build and sustain businesses in the chemical industry The book addresses important topics such as strategy and new business development describes global trends that shape chemical companies and looks at recent issues such as business model innovation Features of this practitioner oriented book include Eight chapters covering all the management topics relevant to chemists other natural scientists and engineers Chapters co authored by experienced practitioners from companies such as Altana A T Kearney and Evonik Industries Featured examples and cases from the chemical industry and associated branches throughout chapters to illustrate the practical relevance of the topics covered Contemporary issues such as business model design customer and supplier integration and business co operation     Foreign Direct Investment and Strategic Alliances in Europe Hong Liu,2018-10-24 Advance your business interests in the ever changing European market Foreign direct investment FDI and strategic alliances are among the most popular modes of international market entry and expansion in major markets by multinationals This informative book uses case examples a wide ranging survey and the expertise of authorities in the field to

shed light on the when why and how of investing and forming alliances in the volatile environment of the European market Providing both theoretical background and fascinating case studies Foreign Direct Investment and Strategic Alliances in Europe begins with an examination of the relationship between contextual and strategic factors and foreign market entry strategies Then it illustrates its meaning with a real world application of that information in this case examining the way Israeli manufacturers developed their entry strategies in the European Union This insightful book also analyzes the market entry development and expansion of the Coca Cola company in Russia discusses strategic problems barriers to expansion and first versus late mover advantages in Russia s transition economy looks at the relationship between United States software firms and European companies provides guidelines for choosing what form a strategic alliance should take presents a survey of 114 international strategic alliances between firms in the United Kingdom and their European American and Japanese partners Strategic alliances and foreign direct investment are expected to continue to flourish in Europe By integrating FDI issues with those of strategic alliances this well referenced book will provide you with insights into both areas as well as up close perspectives on specific segments of the European market      Cooperative Strategies Paul W. Beamish, 1997 Three geographically targeted volumes comprised in the Cooperative Strategies series the most ambitious effort to date to explore the extent nature operations and environment of cross border cooperative linkages in North American European and Asian Pacific regions The scholars who contributed to the Cooperative Strategies series include top experts in international strategy and management Consolidating cutting edge scholarship and forecasting of future trends they focus on a wide variety of new cooperative business arrangements and offer the most up to date assessment of them They present the most current research on topics such as advances in theories of cooperative strategies the formation of cooperative alliances the dynamics of partner relationships and the strategy and performance of cooperative alliances Blending conceptual insights with empirical analyses the contributors highlight commonalities and differences across national cultural and trade zones The chapters in this volume are anchored in a wide set of theoretical approaches conceptual frameworks and models illustrating how rich the area of cooperative strategies is for scholarly inquiry The Cooperative Strategies Series represents an invaluable resource for serious academic study and for business practitioners who wish to improve not only their understanding but also the performances of their joint ventures and alliances      **Regional Integration** Kenneth Hall, Myrtle Chuck-A-Sang, 2012 This publication contains a number of papers on issues which are key to Caribbean survival and prosperity They critically review the challenges facing Member States of CARICOM Written by a number of outstanding authors of recognized academic pedigree these analyses look at the Region across a spectrum of issues political economic social and environmental among others Attention is focused on efforts at regional integration as well as on the options to be pursued by CARICOM if it is to survive in the new political economic and social dispensation The book is replete with insightful presentations on the evolution of the Community at this point in its history      **Managing Interpartner Risks in**

**Strategic Alliances** T. K. Das, 2019-12-01 Managing Interpartner Risks 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. Managing Interpartner Risks in Strategic Alliances 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 interpartner risks in strategic alliances. These risk issues relate to dedicated alliance function and partner-specific experience, cross-border licensing, interfirm alliance structures, a hybrid interpretive scheme for engaging with dark potentialities, solidarity partnerships, prior ties in partner acquisitions, new market entrants in the venture capital industry, and private sector intelligence. 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 interpartner risks in strategic alliances.

**International Marketing** Stanley Paliwoda, Michael Thomas, 2013-11-05 The third edition of an established text, this book provides comprehensive treatment of international marketing issues and includes expanded coverage of Eastern Europe and the Pacific Rim. New for this edition are the expanded use of mini cases within the text to illustrate the latest developments in marketing, together with expanded coverage of South East Asia and the Pacific Rim. Central and Eastern Europe, Globalization, Culture, Financial aspects of marketing. Included throughout are self-assessment and discussion questions, key terms, references, and bibliography.

*Partnering in Action* Diane K. Fasel, 2000 There are many terms for partnering: collaboration, team, joint venture, strategic alliance, and these take on numerous forms such as company-company, company-partnering, company-supplier, partnering-company, customer-partnering, collaboration between departments within an organization, or between organizations. In today's marketplace, partnering is on the increase and it needs attention to be successful. This is an accessible manual which identifies key partnering-friendly characteristics for organizations and presents practical examples to demonstrate how to devise the right strategy for any situation.

*International Entrepreneurship in Small and Medium Size Enterprises* Hamid Etemad, 2004-01-01 The drivers of globalization are removing the barriers that segregated the competitive space of the small and large firms in the past. It is becoming increasingly difficult for independent small firms to thrive in their traditional markets unless they are globally competitive. Managing an enterprise's commercial, industrial, and political relations well, regardless of size and location, is the essence of the entrepreneurial challenge in this competitive arena. Small and medium



size enterprises SMEs often face very different issues than large multinational enterprises do when confronting internationalization This volume provides an in depth discussion of these challenges The contributors to this volume explore the emerging patterns of SME growth and international expansion in response to the evolving competitive environment dynamics of competitive behavior entrepreneurial processes and formulation of strategy They examine the basis and requirements of growth and expansion from three perspectives the rapidly changing environment in which business is conducted entrepreneurial characteristics and the evolving strategic and competitive response to this changing business environment Business leaders scholars and students interested in international business and entrepreneurship will welcome this volume **The Complete Guide to Business Analytics (Collection)** Thomas H. Davenport, Babette E.

Bensoussan, Craig S. Fleisher, 2012-10-14 A brand new collection of business analytics insights and actionable techniques 3 authoritative books now in a convenient e format at a great price 3 authoritative eBooks deliver comprehensive analytics knowledge and tools for optimizing every critical business decision Use business analytics to drive maximum value from all your business data This unique 3 eBook package will help you harness your information discover hidden patterns and successfully act on what you learn In Enterprise Analytics analytics pioneer Tom Davenport and the world renowned experts at the International Institute for Analytics IIA bring together the latest techniques best practices and research on large scale analytics strategy technology implementation and management Using real world examples they cover everything from building better analytics organizations to gathering data implementing predictive analytics to linking analysis with organizational performance You ll find specific insights for optimizing supply chains online services marketing fraud detection and many other business functions plus chapter length case studies from healthcare retail and financial services Next in the up to the minute Analysis Without Paralysis Second Edition Babette E Bensoussan and Craig S Fleisher help you succeed with analysis without getting mired in advanced math or arcane theory They walk you through the entire business analysis process and guide you through using 12 core tools for making better decisions about strategy and operations including three powerful tools covered for the first time in this new Second Edition Then in Business and Competitive Analysis Fleisher and Bensoussan help you apply 24 leading business analysis models to gain deep clarity about your business environment answer tough questions and make tough choices They first walk you through defining problems avoiding pitfalls choosing tools and communicating results Next they systematically address both classic techniques and the most promising new approaches from economics finance sociology anthropology and the intelligence and futurist communities For the first time one book covers Nine Forces Competitive Positioning Business Model Supply Chain Analyses Benchmarking McKinsey 7S Shadowing Product Line Win Loss Strategic Relationships Corporate Reputation Critical Success Factors Driving Forces Country Risk Technology Forecasting War Gaming Event Timeline Indications Warning Analyses Competitor Cash Flow ACH Linchpin Analyses and more Whether you re an executive strategist analyst marketer or

operations professional this eBook collection will help you make more effective data driven profitable decisions From world renowned analytics and competitive business intelligence experts Thomas H Davenport Babette E Bensoussan and Craig S Fleisher      *Foreign Operation Methods* Lawrence S. Welch, Gabriel R.G. Benito, Bent Petersen, 2018 The choice of foreign operation methods whether they are used singly or in combination is a critical question for internationalising companies This thoroughly updated edition of a successful text provides comprehensive coverage of the main tools companies use in seeking to penetrate foreign markets covering investment exporting and contractual arrangements such as franchising and management contracts An important feature of this book is its thorough overview of theoretical and strategic perspectives such as mode packaging mode switching and mode flexibility and will be invaluable for final year undergraduate and postgraduate students      **Global Strategic Management** Philippe Lasserre, Felipe Monteiro, 2022-11-03 Seamlessly blending academic rigour and practicality this textbook provides an introduction to global business strategy Assuming a born global perspective Global Strategic Management is supported by ample pedagogical features including numerous case studies and examples featuring both established multinationals and unknown SMEs from across the globe The book takes an applied approach to global business strategy emphasising functional parts of international business managing marketing operations HR and finance The text has been widely updated to incorporate the impacts of the Covid 19 pandemic such as work from anywhere and deglobalization New to this fifth edition is increased material on sustainability and corporate social responsibility including discussion of climate change NGOs and sustainable development goals Subjects such as the impact of technology cryptocurrency and global strategy in the digital space are discussed in more detail while the conflict in Ukraine is also considered

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











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