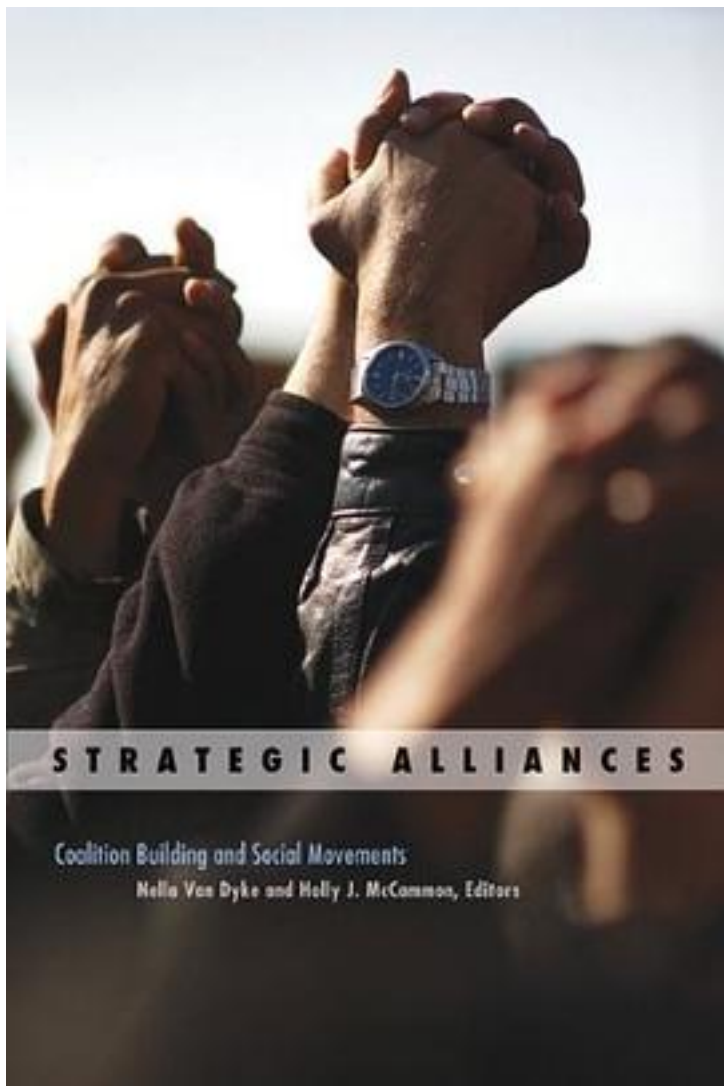


Strategic Alliances



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Strategic alliances are taking on an increasingly important role in international business. This collection of articles by leading scholars addresses fundamental questions on the governance and contractual mechanisms underlying alliances. When are alliances an effective governance structure? Which governance mechanisms underlie strategic alliances? How does alliance governance change over time? How do relational governance mechanisms operate and relate to formal governance? What are the main contractual elements of alliances?

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