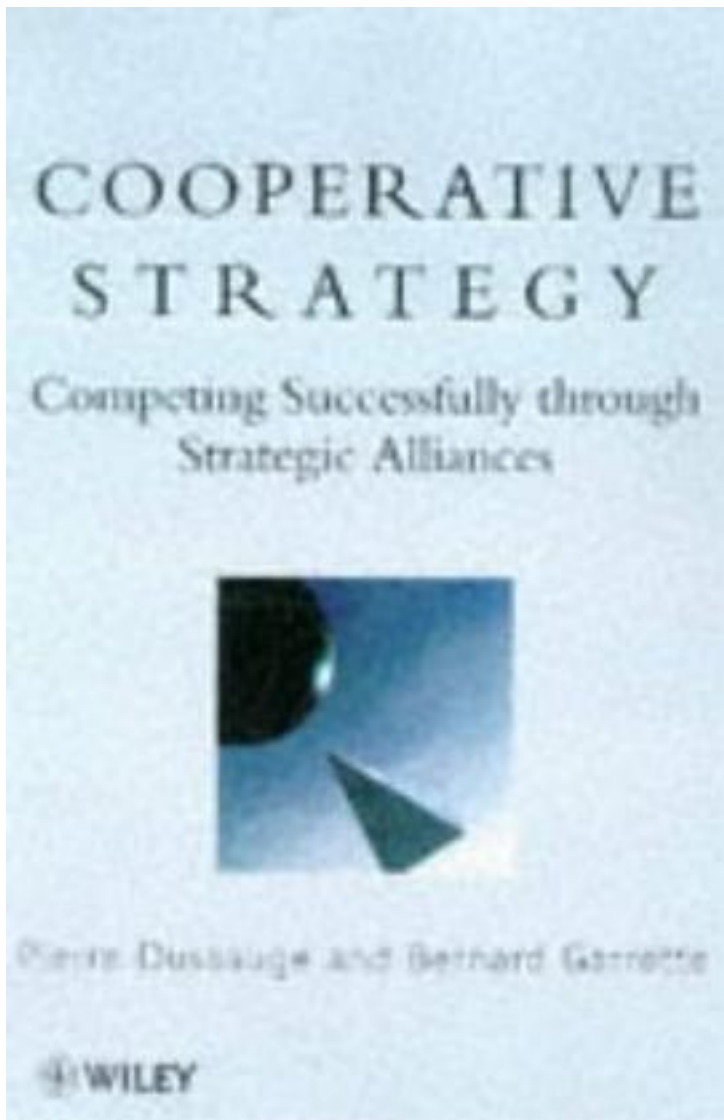


Cooperative Strategy



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Strategic alliances are increasingly common, as many organizations look towards various partnering arrangements. This second edition of "Strategies of Cooperation" extends the first edition's clear and comprehensive survey of strategic alliances, presenting different disciplinary perspectives (economics, strategy, organization theory) and numerous examples from the corporate world. The text has been thoroughly revised and updated, taking account of new theoretical models, and its coverage of case studies has been extended. It will be ideal for business students and managers alike wishing to understand the challenges of managing alliances.

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