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Strategic Alliance Management

Brian Tjemkes, Pepijn Vos, Koen Burgers

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Strategic alliances - voluntary, long-term collaborations between firms to achieve their objectives - are attracting increasing attention in business schools because of their growing prevalence among organizations today.

Mastering the art of managing strategic alliances allows firms to radically improve their performance and this book provides a detailed, evidence-based approach outlining the design, management, and evaluation of these alliances. Elaborating on the decision-making structures apparent during each stage in the alliance life-cycle and in elucidating cases from across the world, *Strategic Alliance Management* offers a systematic framework that provides insights into the development and deployment of alliances.

Concluding with the three alliance paradoxes managers must address to design and manage their alliances effectively and efficiently, this text offers a profound vision of the key decision-making rationales and processes inherently related to strategic alliances. As such, it will be required reading for students studying the subject and a valuable supplementary reading source to those studying strategic management more generally.

A website run by the authors, can be found here: http://www.strategic-alliance-management.com/

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