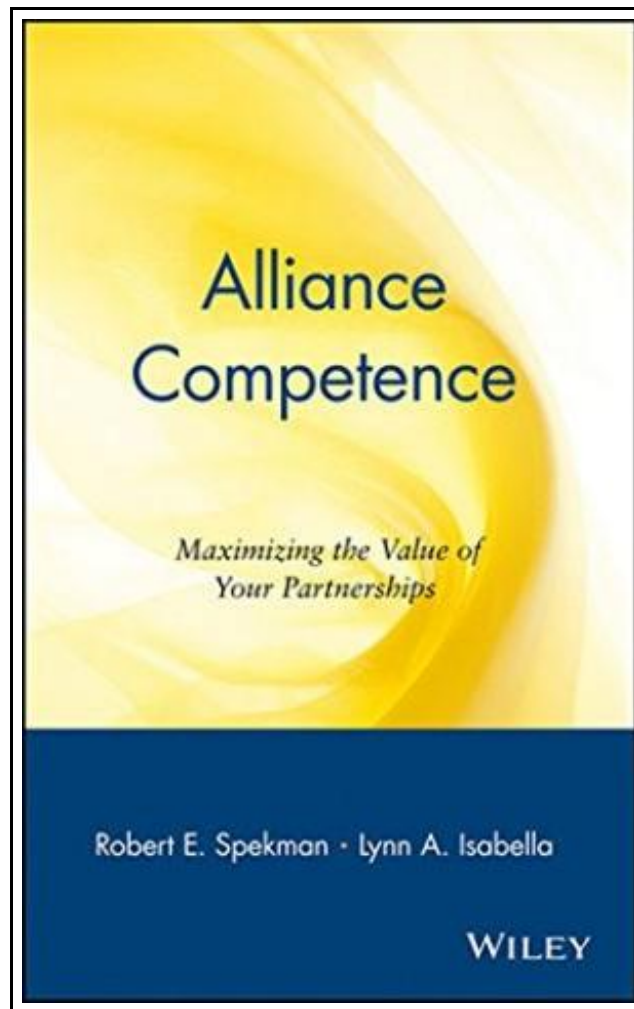


## Alliance Competence: Maximizing the Value of Your Partnerships



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Alliance Competence: Maximizing the Value of Your Partnerships, R.E. Spekman, etc., Lynn A. Isabella, Thomas C. Macavoy, "If a partner understands better the role alliances play in business strategy, is able to engage in a strategic conversation around the needs for and benefits derived from an alliance, and has a more sophisticated approach to partner selection, there should be fewer conflicts down the road." -from Alliance Competence Dell Computers revolutionized the PC market when the company formed an alliance between Intel and FedEx. Through this partnership, Dell was able to mass-customize and deliver computers faster than most of its competitors. With monthly losses around USD1 million, USAir decided to join forces with British Airways. Through this alliance, USAir became a global player in the airline industry, and gave both companies the ability to save millions in annual costs by incorporating joint purchasing of services, fuel, aircraft, and more. Strategic alliances are becoming more and more essential to the viability of a company. These alliances are pervasive throughout the corporate landscape and have a big impact on the way business is conducted across the globe. Written by strategy experts from the University of Virginia's prestigious Darden School, Alliance Competence combines the latest research and case studies to explore the key aspects necessary to develop a successful alliance. Enhanced by a five-year study of global companies, this book offers unique insights about building the foundations of alliance competence. These competencies provide firms with a source of sustainable competitive advantage that will help them compete more successfully in global markets. Through actual "war stories" the problems and challenges that alliances tend to face are revealed, as well as concrete suggestions for managing through the evolutionary cycle. After examining all the research available,...



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