Managing Alliance Portfolios and Networks

A volume in
Research in Strategic Alliances
T. K. Das, Series Editor
RESEARCH IN STRATEGIC ALLIANCES

T. K. Das, Series Editor

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FOREWORD TO THE SERIES

Relationships have been important to commercial activity and economic transactions for thousands of years. Yet, the development of a competitive global landscape has substantially enhanced the importance of partnerships between economic entities. These partnerships, referred to as strategic alliances, provide access to resources and capabilities that allow firms to gain economies of scope and to increase their productivity and innovation. The economies, productivity, and innovations are necessary to at least maintain competitive parity, and especially to achieve a competitive advantage in the often highly competitive global markets. Strategic alliances have also become a prominent means of entering new markets, especially foreign markets. Therefore, alliances and the networks of firms of which they are a part, have become essential to conducting business for all types of firms: large, small, established and new.

Because of their growing importance, research on strategic alliances has increased markedly in the last two decades. Yet, there is a need for an authoritative compendium of strategic alliance research and knowledge. This book series on Research in Strategic Alliances fills this critically important gap in the field. It provides a thorough examination of significant topics that provide complete and up-to-date knowledge on strategic alliances. This book series can serve as a catalyst for the more effective management of strategic alliances, and will guide future research on them. I commend it to you.

—Michael A. Hitt

Distinguished Professor and Joe B. Foster Chair in Business Leadership at Texas A&M University, and Past President of the Academy of Management and the Strategic Management Society.
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ABOUT THE SERIES

The globalization of markets has led to an increased interdependence among business firms, and has lead to an explosion in the number of strategic alliances. Strategic alliances, briefly, are cooperative arrangements aimed at achieving the strategic objectives of two or more partner firms. These interfirm arrangements can range from joint R&D to equity-based joint ventures. However, the scholarship relating to strategic alliances remains largely dispersed in the literatures of traditional academic disciplines such as strategic management, marketing, economics, and sociology.

This book series on strategic alliances covers the essential progress made thus far in the literature and elaborate upon fruitful streams of scholarship. More importantly, the book series 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 (dealing with resources, risk, trust, control, cooperation, learning, opportunism, governance, developmental stages, performance, etc.), significant practical problems of alliance organization and management (such as alliance capability, interpartner conflict, internal tensions, use of information technology), 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 will enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances.

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