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Sommario/riassunto	Today's firms are increasingly embedded in networks of alliances that influence their behavior and performance. Ranjay Gulati examines the 'network resources' that arise from these ties, how successful firms manage these, and how they influence strategy, access to resources, and perceptions of a firm's legitimacy. - ;Today's firms are increasingly embedded in networks of alliances and other ties that influence their behavior and performance. In this, his first book on the subject, Ranjay Gulati examines the 'network resources' that arise from these ties, how successful firms manage these, and