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Altri autori (Persone)	ManAdrianus Pieter de <1967-> DuystersGeert <1966-> VasudevanAsh
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents ; Foreword ; Introduction ; Chapter 1 The Changing Face of Alliance Management: Managerial Imperatives for the Network Economy ; Understanding Networks ; A Different View of Strategy: From Independence to Interdependence ; Managing Networks for Knowledge Alliance Portfolio Management: What Is Your Alliance Bandwidth? Establishing Partner Programs ; Creating a Database of Alliances ; Word to the Wise ; Chapter 2 E-Alliances: What's New About Them?

; E-alliances versus "Normal" Alliances ;
Conclusions
Chapter 3 The Corporation Is Dead... Long Live the Constellation!
The Challenge of Constellation Design ; The
Size of the Constellation ; The Mix of Members
; Internal Rivalry ; Collective Governance
; Chapter 4 Does Alliance Management Differ from Network
Management?
Dominant Party Planning and Evaluation
; Management Responsibility ; Managing
Expectations ; Change Process ;
Conclusion ; References ; Chapter 5 The Laws of
Alliance Formation ; The Rules of Alliance
Formation ; Changes in Management
; Summary ; References
Chapter 6 Preemptive Alliances in the E-Economy
What Is a Preemptive Alliance? ; Why Are
Preemptive Alliances Different from Other Alliances?
; Why Is This Kind of Alliance Particularly Important Today?
; What Are the Downsides of a Preemptive Alliance for the Grabbee?
What Can Smaller Companies Do to Enhance the Likelihood of Success
of Preemptive Alliances?

Sommario/riassunto

Firms all over the world are entering into strategic alliances. Successful alliance management, however, requires corporations to adapt their management models to the demands of this new mode of organization. New tools, techniques and ideas need to be introduced in order to fully benefit from the potential advantages of alliances. Firms are becoming embedded in alliances to such an extent that the autonomous firm no longer exists. Instead, the allied enterprise has emerged as a viable form of organization. To guide managers in developing their allied enterprise, this book provides an o
