

1. Record Nr.	UNINA9910455673803321
Autore	Kuglin Fred A
Titolo	Building, leading, and managing strategic alliances [[electronic resource]] : how to work effectively and profitably with partner companies / / Fred A. Kuglin with Jeff Hook
Pubbl/distr/stampa	New York, : AMACOM, c2002
ISBN	0-8144-2643-3
Descrizione fisica	1 online resource (288 p.)
Altri autori (Persone)	HookJeff
Disciplina	658/.044
Soggetti	Strategic alliances (Business) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; Contents; 1. What Is an Alliance?; 2. Great Idea, but How Do I Get Started?; 3. 3G Wireless Networks; 4. Telecom Providers and 3G Wireless Device Manufacturers: A 1 Trillion Investment, yet Where's the Value?; 5. Mission Impossible?; 6. Transportation; 7. Health Care: Alliances and a Healthy Supply Chain; 8. Software Companies and Consulting Firms; 9. Know When to Hold, and Know When to Fold; 10. Critical Success Factors in Establishing Alliances; Index
Sommario/riassunto	Corporate acquisition is no longer the growth model for technology-based companies. Now the name of the game is alliances.