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| 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) |
| 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. |