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Autore	Kuglin Fred A
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Altri autori (Persone)	HookJeff
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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.