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Nota di contenuto	Contents; Preface; Acknowledgments; Introduction: Collaborative Advantage and the Extended Enterprise; 1 Creating Partnerships for Collaborative Advantage; 2 Creating Dedicated Assets in the Extended Enterprise; 3 Effective Knowledge Management in the Extended Enterprise; 4 Creating Trust in the Extended Enterprise; 5 Chrysler's Extended Enterprise: The Process; 6 Chrysler's Extended Enterprise: The Results; 7 Key Lessons for Implementing the Extended Enterprise; Conclusion: A Model for the Future; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Z
Sommario/riassunto	Demonstrates the power of collaborative advantage, arguing that, in

the future, competitive advantage will increasingly be created by teams of companies, rather than by the single firm. Managers who do not recognize this development - regardless of their industry - are in danger of adopting the wrong strategies for their firms.
