



Strategic Alliance Management

By Brian Tjemkes, Pepijn Vos, Koen Burgers

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Strategic alliances - voluntary, long-term collaborations between firms to achieve their objectives - are attracting increasing attention in business schools because of their growing prevalence among organizations today.

Mastering the art of managing strategic alliances allows firms to radically improve their performance and this book provides a detailed, evidence-based approach outlining the design, management, and evaluation of these alliances. Elaborating on the decision-making structures apparent during each stage in the alliance life-cycle and in elucidating cases from across the world, *Strategic Alliance Management* offers a systematic framework that provides insights into the development and deployment of alliances.

Concluding with the three alliance paradoxes managers must address to design and manage their alliances effectively and efficiently, this text offers a profound vision of the key decision-making rationales and processes inherently related to strategic alliances. As such, it will be required reading for students studying the subject and a valuable supplementary reading source to those studying strategic management more generally.

A website run by the authors, can be found here:
<http://www.strategic-alliance-management.com/>

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Review

'This book has a nearly intuitive consistent structure and contains a wealth of insightful examples. It has the potential to become a widely used book in the world of strategic alliances. I will keep it on my desk to have it close with me during my daily alliance activities.'

John Bell, Radboud University, The Netherlands and Head of Strategy & Partnerships, Philips Research

'This book makes an important contribution to our understanding of alliance management. The authors treat the subject matter comprehensively. One of the few books on the topic that is both academically grounded and useful to managers.'

Anoop Madhok, Schulich School of Business, York University, Canada

'This is definitely the most comprehensive book on alliances I have ever read. Insightful, well-articulated, practical and just plain awesome. A must-read for students, practitioners and academics alike.'

Geert Duysters, Eindhoven University of Technology and Tilburg University, The Netherlands

'This book provides an integrative treatment of strategic alliances. It effectively combines state of the art thinking on partnerships, networks, and portfolios with novel cases of alliance management practices.'

Jeffrey Reuer, Krannert School of Management, Purdue University, USA

About the Author

Brian Tjemkes is Assistant Professor of Management and Organization at VU University Amsterdam, the Netherlands

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