



## Collaborative Strategy

### Critical Issues for Alliances and Networks

Edited by Luiz F. Mesquita, Arizona State University, Roberto Ragozzino, University of Tennessee at Knoxville and Jeffrey J. Reuer, University of Colorado, US

This book provides approachable and insightful chapters that summarize state-of-the-art thinking and research on alliances and networks. Contributions by leading scholars cover foundations or fundamentals as well as frontier areas through a diverse range of perspectives.

'Collaborative Strategy enables you to move past thinking about alliances based on hunches and move toward real empirical insight into the use, creation, and management of successful alliances. It is a comprehensive review of the current cutting-edge thinking about alliances, which are becoming such an increasingly pervasive part of both private and public industry. Whether you are contemplating a new equity joint venture, entry into a new market, or reassessing your current alliance portfolio you'll find this book full of useful insights into what it takes to succeed at the alliance game. One of the most comprehensive looks at alliances I've seen, delivered succinctly and organized to be easily navigated.'

– Russ Buchanan, Xerox Corporation

'Alliances and networks present a broad range of challenges as well as opportunities for executives. Academics have studied these relationships from various disciplinary perspectives while employing diverse research methodologies. This volume unpacks this breadth and complexity, and covers many of the cutting-edge research questions in the field. The contributors are the "Who's Who" of the top scholars in the field. The volume is particularly valuable to scholars as well as students who are new to the area, and seek concise and insightful summaries of the many different streams of research on alliances and networks.'

– Riitta Katila, Stanford University, US

'For managers forming or having formed partnerships with other institutions, this is a must read. Collaborative Strategy reveals what we are doing and why, and how we can do it better, in a seldom-achieved style that addresses the complexity of the academic debate whilst presenting key implications for practitioners.'

– Andreas Moosdorf, Pan-European Processes, Amazon

'Whether you are a businessperson looking for an edge, a manager in charge of corporate development, an academic or student interested in alliances, you will find much to stimulate your thinking in this book. The multiple vantage points on strategic alliances brought together in a readable, logical and yet not oversimplified style will offer readers ample inputs for creativity, problem solving and ultimately business differentiation via alliances and networks.'

– Fernando Chaddad, Accenture

'The editors have organized an impressive array of original essays that define the state of the art in the research and practice of collaborative strategies and strategic alliances. The ideas in this book will influence thinking and work in this area for some time to come.'

– Jay B. Barney, The University of Utah, US

'The editors have assembled a volume that meets the needs of seasoned academicians who study alliances and emerging scholars who wish to explore topics in the area of alliance formation, management, and termination. The editors manage to do this while considering the practicing alliance manager, who will find a treasure trove of practical examples and useful insights into making their alliances better. I hesitate to call this volume merely a handbook since that diminishes the scholarship that is central to the volume. I think that his volume serves an important gap in the strategic alliance literature by including papers that are of relevance to both the academic audience and the practicing manager. I highly recommend this volume.'

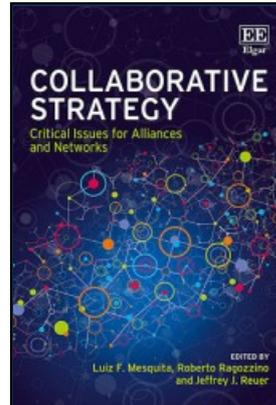
– Robert E. Spekman, University of Virginia, US

'I do not conceive the consulting business that I lead without strong collaboration with external partners with complementary skills and resources. The implementation of a collaborative strategy requires a clear understanding of the risks and opportunities that such strategy involves. With an easy-to-read style, this book is an excellent reference for those who, like me, consider alliances and networks an essential part of business strategy.'

– Rodrigo Ribeiro, KPMG

'The editors have assembled some of the world's best interfirm collaboration scholars to develop a very comprehensive state-of-the-art compendium of the research and research questions in this area. This is an indispensable reading for any scholar wanting to build expertise on this area. The coverage is extensive, and the contributions look both backward and forward. Every alliance scholar is going to want this book on their shelf.'

– Gautam Ahuja, University of Michigan, US



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