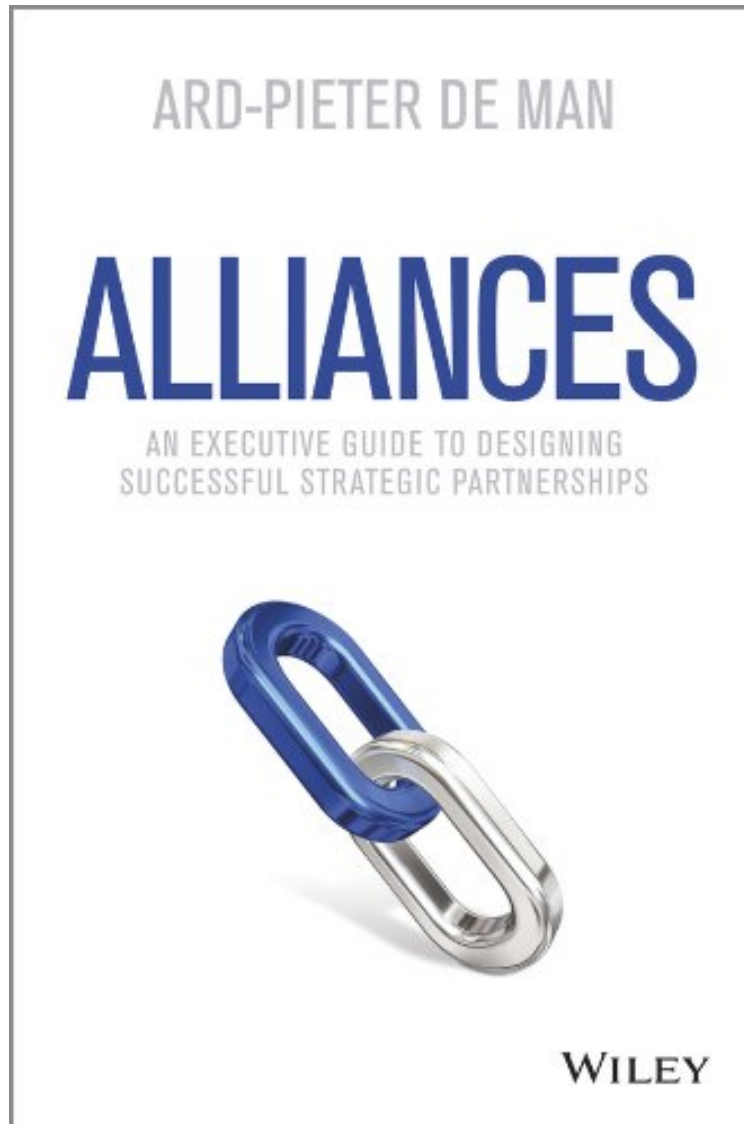


[Free pdf] Alliances: An Executive Guide to Designing Successful Strategic Partnerships

Alliances: An Executive Guide to Designing Successful Strategic Partnerships

Ard-Pieter de Man

**Download PDF | ePub | DOC | audiobook | ebooks*



 Download

 Read Online

#387071 in eBooks 2013-12-03 2013-12-03 File Name: B00H473HBG | File size: 34.Mb

Ard-Pieter de Man : Alliances: An Executive Guide to Designing Successful Strategic Partnerships before purchasing it in order to gauge whether or not it would be worth my time, and all praised Alliances: An Executive Guide to Designing Successful Strategic Partnerships:

2 of 2 people found the following review helpful. Reads like a manual By Lu Phillips The content is dry and not very engaging like a book designed for a general audience may be. However, people that need this sort of specialized information will appreciate every page on face value. Information this technical should be organized as a manual

because the warm, soft treatment seen in most management books might be nearly useless if applied to the complicated nature of alliances. 0 of 0 people found the following review helpful. MASSIVE VALUE on how to make alliances work the right way By Geraldo S The only guide that provides the ENTIRE list of what it takes to create profitable strategic alliances. 2 of 3 people found the following review helpful. Excellent Alliances Resource By Martin A. Echavarria Ard-Pieter de Man's book is a well laid out and clearly written account on designing Strategic Alliances. In a field where there are very little well written materials that assist professional to consider the many aspects of alliances structure and governance, Ard-Pieter's book provides a well thought out account. His research on actual partnerships and the challenge they faced also helps to contextualize and understand his points better. I also liked his frameworks for alliances regarding ownership structures and their implications and his section on contractual alliances. As an executive with many years in the field, I recommend the book as a must read for any executive looking to establish alliance readiness in their organizations.

A timely and practical guide that helps senior managers design successful strategic partnerships Strategic alliances are increasingly common among modern corporations and a hot topic in today's business schools. Alliance is a sophisticated guide to crafting successful partnerships, offering a combination of carefully designed checklists, up-to-date examples and scenarios from around the world, and the tools needed to ensure that all elements of an alliance are taken into account and fully assessed. Most managers don't have the experience or knowledge to create a functional alliance governance structure. This book fills that knowledge gap with a clear description of the proper implementation process. Ideal for business leaders engaged in building a corporate alliance and business school students Covers all of the available alliance structure, describes the building blocks of alliance design, and defines an effective process for managers constructing alliances Written by a leading expert on the subject who is a member of the Board of Directors of the Association of Strategic Alliance Professionals As the popularity and frequency of corporate strategic alliances grows, Alliance gives business leaders the insight and practical advice they need to ensure their partnerships benefit all parties.

From the Back Cover Strategic alliances are an increasingly important part of corporate activity, shaping organizational structure and contributing significant sums to company revenue. As a result, the value of effective alliance design cannot be underestimated, providing the foundation for a company's long-lasting success. Alliances combines theoretical knowledge from recent studies with real-life examples to create a thought provoking, informative text. Chapters cover key topics including: alliance forms and their characteristics, change management, building alliance frameworks, and the shape of future alliances. Alongside this comprehensive overview, an extensive checklist is included, to guide executives through alliance design. This sophisticated guide will help managers navigate the alliance arena, providing practical support for creating effective partnerships. By drawing on the best case studies from different industries around the world, Alliances offers insightful examples of the most innovative collaborations. This book will enrich your understanding of the challenges and opportunities involved in collaboration, and give you the knowledge and confidence to execute a successful alliance. About the Author Ard-Pieter de Man is Professor of Knowledge Networks and Innovation at the VU University Amsterdam and Dean of Sioo, centre for organisation design and change. A leading alliance thinker, he was the first European to be elected to the Board of Directors of the Association of Strategic Alliance Professionals. The author has been working as a consultant in this area for 15 years as well as teaching and writing in the academic field.