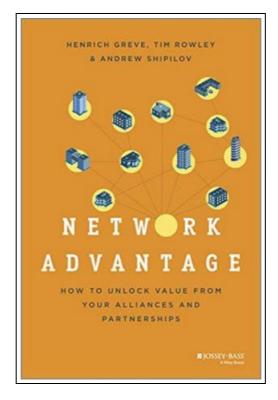
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NETWORK ADVANTAGE: HOW TO UNLOCK VALUE FROM YOUR ALLIANCES AND PARTNERSHIPS (HARDBACK)



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John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Companies made more than 42,000 alliances over the past decade worldwide, many of which failed to deliver strong results. This book explains why and how you can seize the benefits from your business s network of alliances with customers, suppliers and competitors. This network can provide three key advantages: * superior information * better cooperation * increased power Network Advantage shows how awareness of these three advantages can help align your portfolio of alliances with your corporate strategy to maximize advantages from existing networks and to position your business as an industry leader. This book is written by three leading authorities in the field of organizational management who work with many international corporate clients. Based on groundbreaking research and illustrative cases, it provides practical tools to help you think strategically about reconfiguring your alliances and partnerships. For business executives, consultants, and executive MBAs who want to get the most advantage from the combined power of their alliance portfolios, Network Advantage offers in-depth, practical guidance. Make it your first strategic connection to gaining competitive advantage! Companies connections to other firms their network of alliances matter for economic success. In this practical, jargon-free, evidence-based book, three experienced scholar/educators provide practical tools to understand your company s network positioning and what to do to build webs of relationships that provide competitive advantage and economic value. Jeffrey Pfeffer, professor, Graduate School of Business, Stanford University and co-author of The Knowing-Doing Gap. The book, Network Advantage, presents compelling ideas and is a mustread. It articulates three different perspectives to think about a firm s network advantage and shows how a firm can maximize the value of its alliance network. The book is filled with theore



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