

# Contents

<i>Preface</i>	ix
<i>Acknowledgments</i>	xi
<b>PART I Alliances Old and New</b>	<b>1</b>
Chapter 1 The World of Alliances	3
Chapter 2 A Tale of Two Alliance Companies	25
<b>PART II Global Competition and Strategic Alliances</b>	<b>49</b>
Chapter 3 Strategic Logic of Alliances: Entrepreneurial Globalization	51
Chapter 4 Forging Strategic Alliances: A Road Map	71
<b>PART III Managing Strategic Alliances</b>	<b>101</b>
Chapter 5 Managing Alliances: Challenges and Tasks	103
Chapter 6 Managing Alliances: The Job of the Alliance Manager	123
Chapter 7 Managing Alliances: The Role of Top Management	147
Chapter 8 Managing Alliances: The Multibusiness Firm	169
<b>PART IV From Alliances to Networks</b>	<b>191</b>
Chapter 9 The Next Frontier: Managing the Global Network Corporation	193

Notes	207
Index	247
About the Authors	259