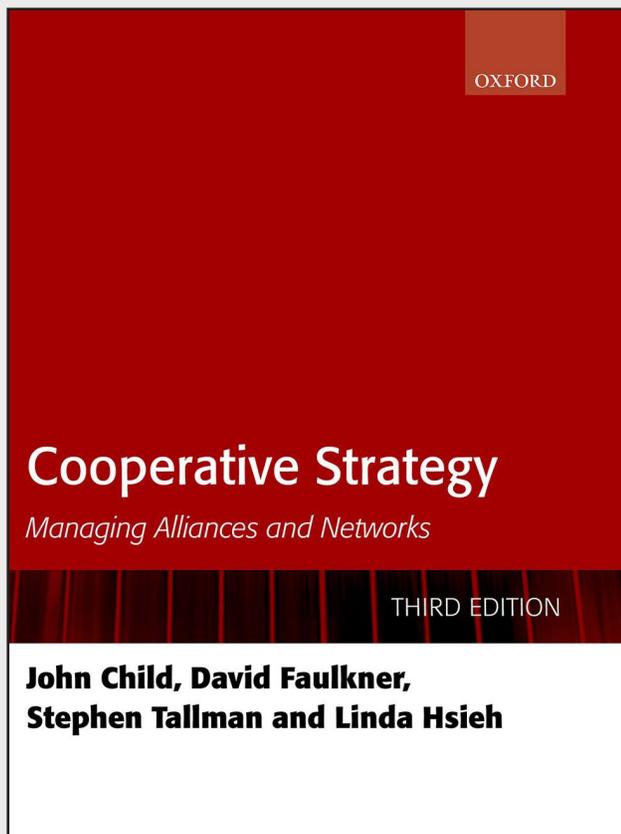


COOPERATIVE STRATEGY

Managing Alliances and Networks
Third Edition

BY JOHN CHILD, DAVID FAULKNER, STEPHEN TALLMAN, AND LINDA HSIEH



Cooperation has become the leading strategy adopted by business and other organizations. It is taking on new forms that are adapted to changing market expectations and technological possibilities in the rapidly evolving business environment. This new edition of *Cooperative Strategy* provides a comprehensive view of the practical and theoretical literature concerning cooperative strategies, and the alliance and network organizational forms that are the enablers of these strategies. It takes the reader through the stages of developing a cooperative alliance, from choosing a cooperative form and selecting partners, to establishing an alliance and managing the process of cooperation. It examines cooperative strategies in different sectors as well as internationally, and discusses performance criteria and evolution of cooperation over time. With insights from internationally recognized experts on cooperative strategy, this book presents extensive research on the topic while also addressing practical issues of alliance management.

- *Written in a clear and accessible way for both students and practitioners*
- *Comprehensive view of cooperative strategies, considering both the choice of cooperative forms and how to make them work*
- *Updated with current research that introduces readers to the implications for cooperation in developing areas of business*

New to this Edition:

- *Thoroughly revised and updated*
- *Recent international case-studies of cooperative strategy in developing areas of business and in different sectors*
- *Expanded coverage of the latest research and theoretical models*

UK: APRIL 2019 | US: JUNE 2019 | 592 PAGES
HARDBACK | 9780198814634 | £70.00 | \$90.00
PAPERBACK | 9780198814641 | £35.00 | \$39.95

John Child, Chair of Commerce, University of Birmingham
David Faulkner, Dean, Magna Carta College, Oxford

Stephen Tallman, E Claiborne Robins Distinguished Professor of Business, University of Richmond

Linda Hsieh, Reader in Strategy and International Business, University of Birmingham

REVIEWS

The great contribution of this book is that it opens a window to cooperative strategy in our current business reality while offering a powerful synthesis of validated wisdom.

- **Africa Ariño, Professor of Strategic Management, IESE Business School**

Written by acknowledged experts, this book provides perhaps the most comprehensive coverage of the domain of inter-firm cooperation. The presentation is scholarly, yet accessible to thinking consultants and practitioners.

- **Farok J. Contractor, Distinguished Professor, Management & Global Business Department, Rutgers Business School**

This impressive and expansive volume brings together the most important thinking on alliances and networks, and it will be important reading for those who have devoted their careers to cooperative strategy as well as those who are new to this exciting area.

- **Jeffrey J. Reuer, Guggenheim Endowed Chair and Professor of Strategy, University of Colorado**

If you are going to read only one book on strategic alliances, this should be it.

- **Oded Shenkar, Ford Motor Company Chair in Global Business Management, Fisher College of Business, Ohio State University**

John Child, Chair of Commerce, University of Birmingham

David Faulkner, Dean, Magna Carta College, Oxford

Stephen Tallman, E Claiborne Robins Distinguished Professor of Business, University of Richmond

Linda Hsieh, Reader in Strategy and International Business, University of Birmingham