

Recommended Readings on Alliance Strategy

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We don't hold a monopoly on good ideas in alliance strategy, but we are highly selective in what we recommend. In recent years, there has been a massive amount of new research and useful reports from scholars, consultants, and practitioners. To help you separate the wheat from the chaff, we offer the following list of recommended readings.

Our focus here is on readings that present new perspectives and solid ideas **we are interested in "best thinking" not in the usual concept of "best practices."** A lot of what is announced as "best practice" all too commonly amounts to laundry lists of practices that are either highly dependent on context, or based on meager and selective evidence. In either case, those practices may not work for you. So, we believe in educating you in the best thinking, from which you can develop your own best practice.

In the list below, **starred items (*) are highly recommended for managers.** Links are to online excerpts or downloads on other site; not all of these are free.

Books

Axelrod, Robert. *The Evolution of Cooperation*. New York: Basic Books, 1984.

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Contractor, Farok J. and Peter Lorange, *Cooperative Strategies in International Business*. Lexington, MA: D.C. Heath, 1988.

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Franko, Lawrence G. *Joint Venture Survival in Multinational Corporations*. New York: Praeger, 1971.

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* [Doz, Yves and Gary Hamel. *Alliance Advantage*. Boston: Harvard Business School Press, 1998.](#)

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[Harbison, John and Peter Pekar. *Smart Alliances: A Practical Guide to Repeatable Success*. San Francisco: Jossey-Bass, 1998.](#)

* [Haspeslagh, Philippe and David Jemison. *Managing Acquisitions: Creating Value Through Corporate Renewal*. Free Press 1991.](#)

* Hughes, Jonathan and Jeff Weiss, *Making Partnerships Work: A Relationship Management Handbook*. Boston, MA: Vantage Partners, 2001.

[Kanter, Rosabeth Moss. *World Class: Thriving Locally in the Global Economy*. NY: Simon & Schuster, 1995.](#)

* [Kotter, John P. *Leading Change*. Boston: Harvard Business School Press, 1996.](#)

[Lewis, Jordan D. *The Connected Corporation*. New York: Free Press, 1995.](#)

[Lynch, Robert Porter. *The Practical Guide to Joint Ventures and Strategic Alliances*. New York: John Wiley & Sons, 1989.](#)

* [Marks, Mitchell and Phillip Mirvis, *Joining Forces: Making One Plus One Equal Three*, Jossey-Brass 1998.](#)

* [Moore, James F. *The Death of Competition*. New York: HarperBusiness, 1996.](#)

Mowery, David C. *International Collaborative Ventures in U.S. Manufacturing*. Washington, DC: American Enterprise Institute, 1988.

Mowery, David C. *Alliance Politics and Economics: Multinational Joint Ventures in Commercial Aircraft*. Cambridge, MA: Ballinger, 1987.

Mytelka, Lynn K., ed., *Strategic Partnerships: States, Firms, and International Competition*. Rutherford: Fairleigh Dickenson University Press, 1991.

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* [Shapiro, Carl and Hal R. Varian. *Information Rules: A Strategic Guide to the Network Economy*. Boston: Harvard Business School Press, 1999.](#)

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