



## Alliance Competence: Maximizing the Value of Your Partnerships

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By R.E. Spekman, etc., Lynn A. Isabella, Thomas C. Macavoy

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Alliance Competence: Maximizing the Value of Your Partnerships, R.E. Spekman, etc., Lynn A. Isabella, Thomas C. Macavoy, "If a partner understands better the role alliances play in business strategy, is able to engage in a strategic conversation around the needs for and benefits derived from an alliance, and has a more sophisticated approach to partner selection, there should be fewer conflicts down the road." -from Alliance Competence Dell Computers revolutionized the PC market when the company formed an alliance between Intel and FedEx. Through this partnership, Dell was able to mass-customize and deliver computers faster than most of its competitors. With monthly losses around USD1 million, USAir decided to join forces with British Airways. Through this alliance, USAir became a global player in the airline industry, and gave both companies the ability to save millions in annual costs by incorporating joint purchasing of services, fuel, aircraft, and more. Strategic alliances are becoming more and more essential to the viability of a company. These alliances are pervasive throughout the corporate landscape and have a big impact on the way business is conducted across the globe. Written by strategy experts from...



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