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The array of case studies demonstrates that the Strategic Alliance Handbook has

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applicability across multiple industries. By providing a common methodology, the book enables strategic alliance managers from each partner to have access to common measures and processes to enhance the likelihood of strategic alliance success.

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A strategic alliance (also see strategic partnership) is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organizations. A strategic alliance will usually fall short of a legal partnership

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entity, agency, or corporate affiliate relationship. Typically, two companies form a strategic alliance when each possesses one or more ...

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Over the past several decades there has been an enormous increase in the formation of international strategic alliances and in the research efforts devoted to understanding alliances. This article analyses the major issues and research questions in the international strategic alliance area.

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