



## Alliances And Co-evolution: Insights From The Banking Sector

By ul-Haq, Dr Rehan

Palgrave Macmillan, UK, 2005. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. 216 Pages. NEW. Alliances and Co-Evolution provides alliance managers, consultants and academics with a detailed analysis covering 23 years of the growth and decline of three lifecycles of alliances. This analysis links structural change in the European macro-environment with corporate alliance strategies. It differentiates between strategic alliances and infrastructure alliances with their differing strategic drivers, and proposes a Co-Evolution model to explain, monitor and manage the development of alliances over time. Alliances and Co-Evolution is written to assist the practicing alliance manager and their advisors to access over 400 thought leaders in the area. It provides major insights from twenty-four directors and nine European countries and enables a detailed understanding of the modern disintegrated firm

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