

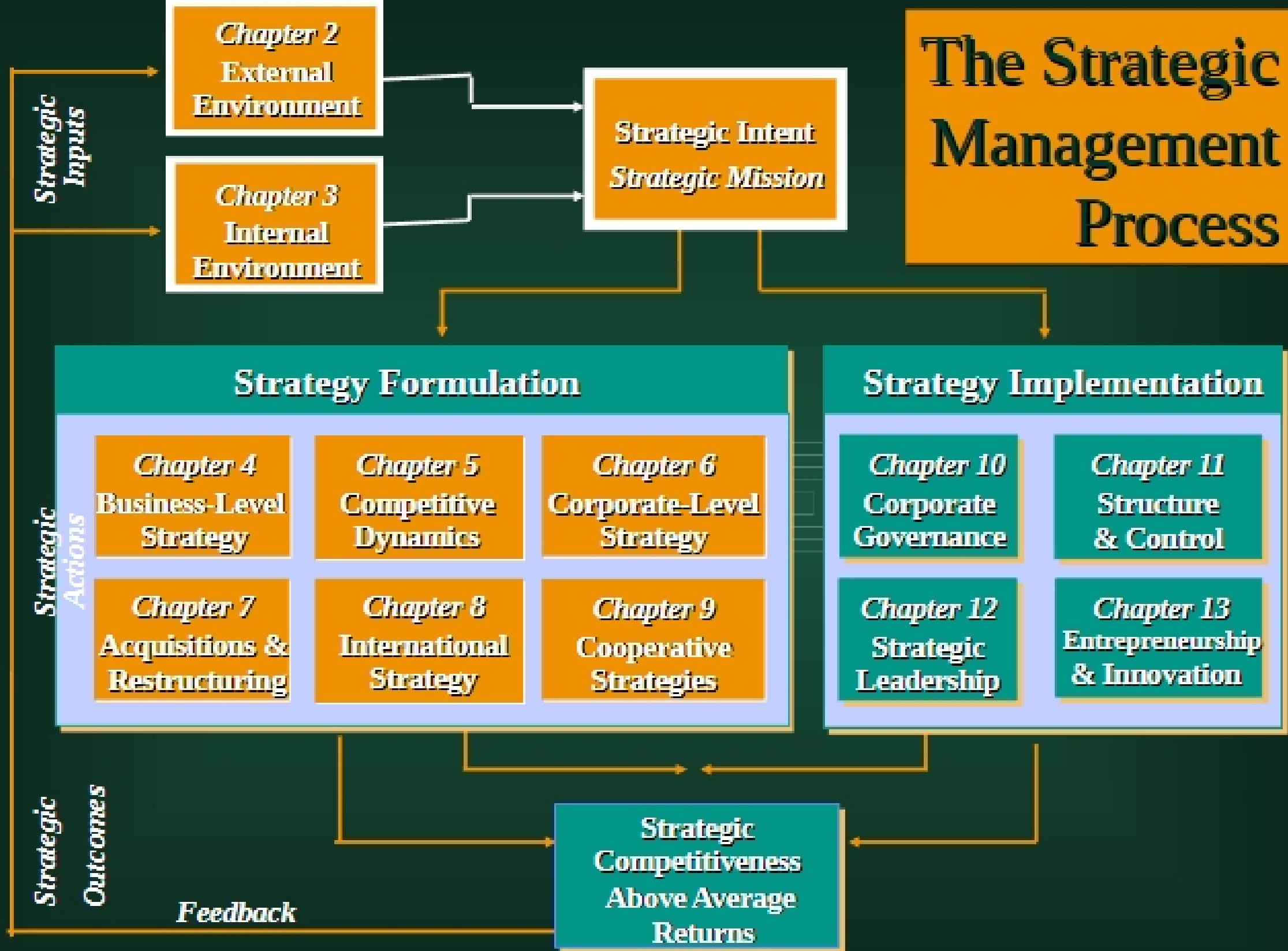
Chapter 9

Cooperative Strategy

Michael A. Hitt

R. Duane Ireland

Robert E. Hoskisson



Strategic Alliances

Firm A

Firm B

Partnerships between firms

where their

Resources

Capabilities

Core Competencies

are combined to pursue mutual interests to

Develop

Manufacture

Distribute

Goods

Services