

Alliance Capitalism

ALLIANCE Capitalism and Corporate Management Alliance Capitalism and Corporate Management From Alliance Practices to Alliance Capitalism From Alliance Practices to Alliance Capitalism John H. Dunning John H. Dunning Sabine Urban Sabine Urban

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as national economies become more closely linked the value of more active corporate and policy level cooperation is becoming increasingly recognised this book promotes the concept of alliance capitalism a spirit of collegial entrepreneurship as a means to facilitate more harmonious development in the international economy the authors examine balances between the competitive and cooperative activities of firms and governments in major industrialized countries from perspectives of efficiency and social justice they advocate cooperation to overcome internationalized market failures and policy failures and to reduce imbalances in the spread of gains from global commerce this advocacy is based especially on comparisons between corporate and policy level activities in the usa and the eu and between the usa and the eu the potential advantages of strengthening cooperation are stressed with emphasis on imperatives being set by continuing technological advances alliance capitalism and corporate management will be required reading for all scholars and students of international management and international political economy business leaders and corporate managers and decision makers in the fields of industrial and competition policy

das phänomen strategischer allianzen gewinnt weltweit zunehmend an bedeutung unternehmen mit klar definierten organisationsstrukturen geben ihre entscheidungsautonomie auf und bilden zusammen mit ausländischen unternehmen netzwerkorganisationen um auf diese weise wettbewerbsvorteile im globalen markt zu gewinnen führt diese entwicklung zu einem neuen kapitalismus oder zu einem allianz kapitalismus was bedeutet dies für die sozio ökonomischen systeme der beteiligten länder renommierte wissenschaftler aus sechs ländern nehmen zu diesen fragen stellung

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