



Business Partnerships and Organizational Performance: The Role of Resources and Capabilities (Contributions to Management Science)

Wei Jiang

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In the rapidly changing business world, only a small percentage of firms are able to survive and prosper despite recessions, industrial evolutions and economic changes. An often-asked question is: What determines a firm's sustainable competitive advantage? One of the most popular competitive strategies is partnering with other firms. So: How do firms make intelligent and informed decisions when it comes to selecting business partners, to utilizing available resources and capabilities in partnerships, and to managing relations to maximize partnership benefits? This book studies 300 firms across various industries, providing readers with a comprehensive view of how firms develop sustainable competitive advantages by establishing business partnerships. Young academics and experienced researchers alike will find solid theoretical foundations and fresh business insights.

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