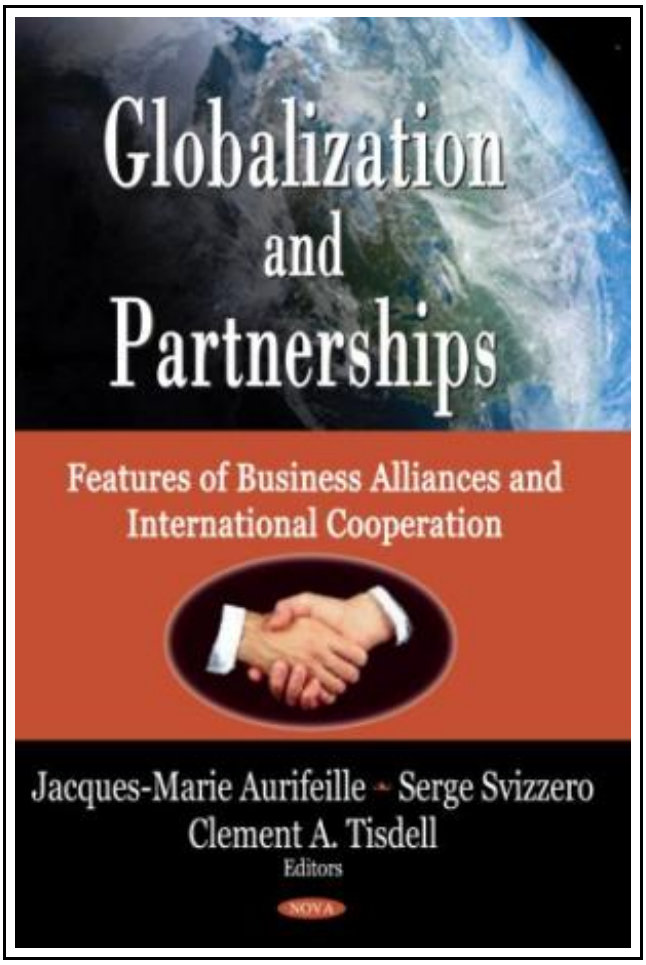
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GLOBALIZATION AND PARTNERSHIPS: FEATURES OF BUSINESS ALLIANCES AND INTERNATIONAL COOPERATION

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Nova Science Publishers Inc. Hardback. Book Condition: new. BRAND NEW, Globalization and Partnerships: Features of Business Alliances and International Cooperation, Jacques-Marie Aurifeille, Serge Svizzero, Clement A. Tisdell, Growing economic globalisation has increased international business competition and international economic interdependence. From this perspective, many firms have formed business partnerships and most nations have had to re-evaluate their economic interdependence. This book explores changes that have occurred or have been proposed in this regard. It provides new insights into business partnerships and international economic interdependence, given growing economic globalisation, and explores the managerial and socio-economic consequences of those ideas. The contributions in this book have been divided into four parts. Those in Part II concentrate on the specification of partnerships and reasons for business partnerships in the context of a globalisation. The idea of global networks in which some 'hard' and 'soft' forms of partnerships would appear and mix is introduced and discussed according to the partners involved (nations, unions, firms and consumers) and the economic activities (whether tangible or abstract). Globalisation also has a number of consequences for business co-ordination, in particular when they are based on outsourcing strategies in which cost reduction is balanced with knowledge transfers. These are amongst the issues explored in Part III. The difficulty to monitor and predict the effects of global partnerships tends to increase the importance of cultural and psychological variables such as trust and commitment. Therefore the role of attitudes and perceptions is very important. Whatever the agreement and the conjoined management among partner firms, the attitude of the other agents can produce asymmetric affects on these firms and considerably bias their partnership strategy. Such biases are particularly likely from consumers. Their attitude towards globalisation is not the only bias that may occur. Their loyalty is also an important issue in a globalising...

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