



Collaborating to Compete: Using Strategic Alliances and Acquisitions in the Global Marketplace

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Culled from international experts writing for the *Harvard Business Review* and the *McKinsey Quarterly*, this book brings together the current thinking on cross-border alliances and acquisitions and their impact on global collaboration. A strategic and operational guide, it shows you the ``ropes" when it comes to financial, legal and accounting issues in cross-border cooperation. Based on hundreds of case studies worldwide, this work gives you the results of a year-long study of current alliances that have been successful and shows how cross-border strategy approaches must be fine-tuned to meet the unique situations particular to geographic regions.

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