



Strategic Networks

J Carlos Jarillo

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Strategic Networks examines the new style of industrial co-ordination which enables independent companies to work so closely together that they can sometimes present a 'single face' to the outside world.

Co-ordination is not achieved by mergers and acquisitions, but through the creation of a 'strategic network' of companies working towards the same goals. Based on the author's extensive research, the book first analyses the economic arguments for industry co-ordination, and suggests in which industries it is most likely to occur. The second part of the book focuses on * managerial implications for this type of organization * impact on responsibilities * control without ownership * co-operation instead of competition * how to set up alliances and how to maintain them A wide range of international examples and cases are featured in the book. J. Carlos Jarillo is Professor of Strategy at the University of Geneva (previously Professor of General Management and International Strategy at IMD, Switzerland). His research on strategy has been widely published in more than two dozen articles and books. He also acts as senior adviser to a large number of international corporations.

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