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“Group vs. Group: How Alliance Networks Compete”

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Harvard Business Review, July-Aug 1994

Reprint No. 94402

Description:

Collaboration in business is no longer confined to conventional two-company alliances, such as joint ventures or marketing accords. Today groups of companies are linking together for a common purpose. Consequently, a new form of competition is spreading across global markets: group vs. group. Call them networks, clusters, constellations, or virtual corporations, these groups consist of companies joined together in a larger overarching relationship. The individual companies in any group differ in size and focus, but they fulfill specific roles within their group. Furthermore, within the network or group, companies may be linked to one another through various kinds of alliances, ranging from the formality of an equity joint venture to the informality of a loose collaboration.

Subjects Covered:

Corporate strategy, Joint ventures, Partnerships.