



• Articles

Joel Bleeke and David Ernst 1991: "The Way to Win in Cross Border Alliances", *Harvard Business Review*, November - December, 127-135.

Christopher Bronder and Rudolf Pritzi 1992: "Developing Strategic Alliances: A Conceptual Framework for Successful Cooperation", *European Management Review*, December, 412-421.

Yves Doz 1987-88: "Technology Partnerships between Larger and Smaller Firms: Some Critical Issues", *International Studies of Management and Organization*, Winter, 31-57.

Benjamin Gomes - Casseres 1989: "Joint Ventures in the Face of Global Competition", *Sloan Management Review*, Spring, 17-26.

David Lee and John W. Slocum Jr. 1992: "Global Strategy Competence - Building and Strategic Alliances", *California Management Review*, Fall, 81-97.

Peter Lorange and Johan Roos 1991: "Why Some Strategic Alliances Succeed and Other Fail", *Journal of Business Strategy*, 25-30.

Michel Robert, "The Do's and Don'ts of Strategic Alliances", *The Journal of Business Strategy*, 50-53.

Kenichi Ohmae 1989: "The Global Logic of Strategic Alliances", *Harvard Business Review*, March-April, 143-154.

LIBRARY E A/BIBLIOTHEQUE A E

