

ALLIANCE MANAGEMENT

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ABSTRACT: This article wants to respond to a number of critical questions about alliances. First of all ‘Why alliances’, than ‘What is alliance management and how should it operate’; ‘which is the role played by an alliance manager’, “How should top performing managers act” and finally ‘How to manage an alliance”. Alliance success hinges on people issue – in particular, defining roles and responsibilities and creating the incentives to drive individual performance.

Key words: globalization, alliance managers, alliance management, strategic alliance.

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