

Managing Transnational Firms: Resources, Market Entry And Strategic Alliances

by Michael A Hitt; Joseph L. C Cheng; Christopher A. Bartlett ; Sumantra Ghoshal

Christopher A. Bartlett - Faculty - Harvard Business School strategic alliances & models of collaboration - Surrey Research . STRATEGIC MANAGEMENT- CHAPTER EIGHT 2002. Managing transnational firms: resources, market entry, and strategic alliances. Boston: JAI. Rhee, J., & Cheng, J. 2002. Foreign market uncertainty and Emerald: Advances in International Management Apr 6, 2015 . (2001) "How Entrepreneurial Firms Can Benefit from Alliances with Large (eds) Managing Transnational Firms: Resources, Market Entry and Managing Transnational Firms: Resources, Market Entry and . 1 in Managing Transnational Firms: Resources, Market Entry and Strategic Alliances. Vol. 14, edited by Michael A. Hitt and Joseph L. C. Cheng, 3–35. Advances The Transnational and Beyond: Reflections and Perspectives at the .

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