Utilizing Information Technology in Developing Strategic Alliances Among Organizations (N/A)

et al Salustiano Martinez-fierro (Editor)

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Utilizing Information Technology in Developing Strategic Alliances Among Organizations deals with two important topics for a firm's competitiveness in the framework of the information society: alliance strategies and the role played by IT in alliances. While technical solutions to distance work abound, there is a lack of a strong and theoretically-grounded approach on how best to implement these solutions. This book offers a theoretical framework, allowing strategic alliance managers to implement the IT required in these alliances, supported by their work teams. Utilizing Information Technology in Developing Strategic Alliances Among Organizations analyzes many important topics, such as: the development of global business-to-business electronic markets, and whether these markets are becoming a way of improving trust between organizations at an international level; problems in implementing interorganizational systems and their solutions; and how IT and alliance strategy are important both to multinational corporations and family firms, regardless of firm size.

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