



Managing Cultures: Making Strategic Relationships Work

Wendy Hall

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One of the major problems facing businesses today is the high rate of failure of alliances between companies. Much of the blame for these failures can be attributed to cultural differences, and the problems they cause in strategic relationships. In this book, Wendy Hall shows where and why these problems occur, and describes how to manage collaborations to avoid or resolve tensions. Extensive case studies are used to illustrate both the advantages and pitfalls involved in alliances; and guidelines are provided for those contemplating collaboration.

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