

Cooperative strategy

Business



Cooperative Strategy A firm is expected to tell a prospective strategic alliance partner about what it anticipates to learn from the cooperative arrangement only to a considerable extent. As seen in the work compiled by Hitt, Ireland & Hoskisson, strategic alliances must offer mutual benefit for the firms involved (269). The process of sharing information, therefore, needs to be on both sides of the parties in the collaboration and not on one party alone. For instance, if the company has too delicate information, the management may avoid sharing this information as it may compromise the competitive nature of the firm (Hitt, Ireland & Hoskisson 268-9). This is so especially when the industry wants to accrue most benefits from the collaboration.

For the case of Apple inc. the joint ventures are the most appropriate. For instance through joint alliances with their companies such as HP, the company would benefit from designing software that will create network links with the two companies (Hitt, Ireland & Hoskisson 263). This combination will create a more competitive Apple as opposed to it working alone. The same applies for HP that would benefit for multiple partnerships from other companies such as IBM (Hitt, Ireland & Hoskisson 270). This will help HP create value for its products and still come up with a means of sharing resources and become more innovative in its creations. Hitt, Ireland & Hoskisson also say that through these alliances, firms gain access to their partners; thus, an increase in the chances of competitive advantage in the market (272).

Work Cited

Hitt, Michael., Ireland, Duane & Hoskisson, Robert. Strategic Management:

Concepts and Cases: Competitiveness and Globalization. London: Cengage Learning. 2010. Print.