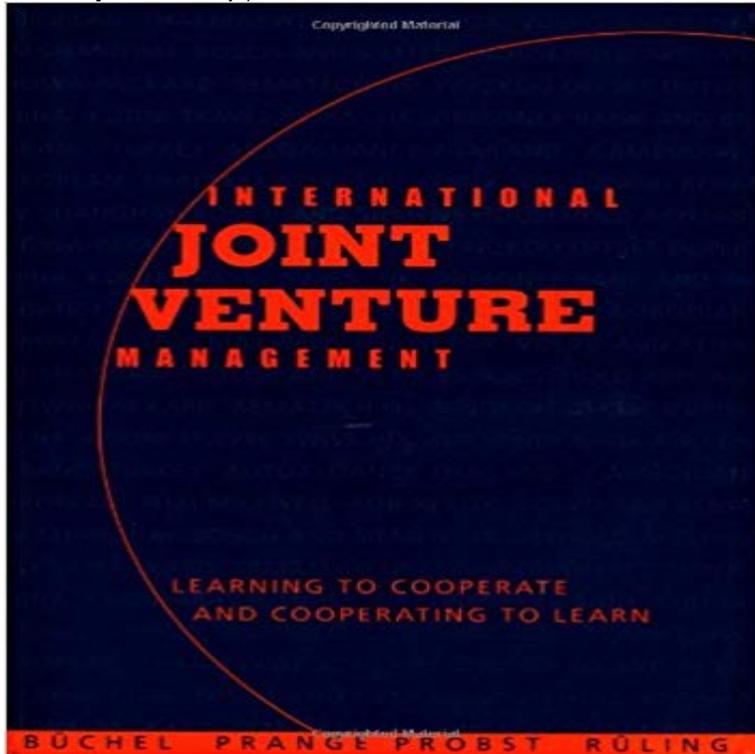


# International Joint Venture Management: Learning to Cooperate and Cooperating to Learn



Joint Venture Learning to Cooperate and Cooperating to Learn Joint venture management is a demanding and continuous process of organizing, guiding and developing, not only within the joint venture itself but also within the partner companies. Relationships between each side will change over time and problems can arise at different stages of development. An essential part of joint venture management consists of monitoring these stages, anticipating possible difficulties and avoiding them by applying appropriate measures in the areas of strategy, structure, human resources and culture. Using a range of international cases from top multinational companies, the authors present an effective model for implementing a successful joint venture management strategy. This is an essential book for practitioners in strategic planning, business professionals interested in entering joint ventures, as well as academics and students of international business. This book offers valuable insights into how to make joint ventures work, both for practitioners and researchers. It represents a true step forward when it comes to better understanding how joint ventures function. The book significantly links joint ventures to present thinking on organizational learning and demonstrates more effectively than has been discussed elsewhere how the two fit together. Professor Peter Lorange President of IMD (International Institute for Management Development) In our joint ventures we always look for strong complementarity with our partners. This book enlarges the traditional view of cooperation by delivering new and valuable insights into processes of interorganizational learning and knowledge management. The authors share with their readers a thoughtful toolbox built on practical experience. Franz Nawratil Chairman and CEO Hewlett-Packard Europe Joint ventures

have become an important business tool for market entry, use of synergies and innovations. Too many joint ventures are dissolved before the actual potential of these organizations have been capitalized. This book highlights the key factors of success in joint venture management by focusing on strategy development, structuring, cultural awareness and human resource management. M & A Review

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