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Coopetition Strategy

Theory, experiments and cases

Edited by **Giovanni B. Dagnino, Elena Rocco**

This innovative book portrays the state-of-the-art of coopetition strategy regarded as a compelling mindset to exploit entirely the potential of actors' interdependencies (firms, governments, suppliers, customers, scientists and partners) in today's global scenarios. It provides the rudiments for navigating an exploration journey into a virtually new and emergent management subfield.

This volume presents three key distinctive features:

- it is the first attempt that delves systematically and rigorously into coopetition strategy and cooperative behaviour;
- it clearly elucidates the contribution of coopetition to the advancement of strategic management and managerial practice;
- it is the outcome of the collective brains of several scholars, with diverse geographical roots and backgrounds, who cultivate original research on co-opetition strategy from a variety of perspectives (economic, managerial, political) and multiple methods (theory building, game-theoretical, experimental and inductive case-based inquiries).

Looking into this volume, the reader will realize that, while the topic is at the beginning of its lifecycle, coopetition strategy has touched an important crossroads which solicits a more comprehensive and systematic assessment. If mindfully formulated and implemented, this hybrid strategic option is able to increase returns and generate value for shareholders, entrepreneurs, managers and competitors.

Reviews

"The confluence between competitive advantage and collaborative advantage in the world of international business has been ongoing but the empirical work to support this type of strategic decision has been fragmented. This exceptional volume provides an up to date collection of research papers addressing this issues and sparking the development of the coopetition strategy area. Strategy academics, consultants, practitioners will find this volume useful in their research, advice and action." **Dr Rehan ul-Haq**, strategy and alliances academic and consultant, Birmingham Business School, University of Birmingham.

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Author Biography

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