



How Entrepreneurial Firms Can Benefit From Alliances with Large Partners by Sharon Alvarez and Jay Barney

An important, approachable work that directly addresses the challenges of entering into strategic alliances with large partners. The work highlights both the risks and challenges, but also provides strategies to help entrepreneurial ventures protect themselves and derive benefits from their alliances. This is a great paper for MBA courses and entrepreneurs considering an alliance with a large partner.

"How Entrepreneurial Firms Can Benefit From Alliances with Large Partners." Sharon Alvarez & Jay Barney. *Academy of Management Executive* 2001 Vol. 15 pg. 139-148.

