

## ***ALLIANCE MANAGEMENT***

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### ***Abstract:***

*This article wants to respond to a number of critical questions about alliances. First of all 'Why alliances', than 'What is alliance management and how should it operate'; 'which is the role played by an alliance manager', 'How should top performing managers act' and finally 'How to manage an alliance'. Alliance success hinges on people issue - in particular, defining roles and responsibilities and creating the incentives to drive individual performance.*

**Keywords:** *globalization, alliance managers, alliance management, strategic alliance.*

**JEL codes::** *M16*