BOOK REVIEW

Journal of International Business Studies (2003) 34, 489. doi:10.1057/palgrave.jibs.8400043

Cooperative strategies and joint ventures have long been among the most researched topics within scholarly research of the international business field. In part because they have been far more important in the international arena than in domestic contexts. This research agenda has broadened to incorporate strategic alliances that have become more fashionable in recent years. A major stimulus to contributions in the study of joint ventures has been the volume by Farok Contractor and Peter Lorange on *Cooperative Strategies in International Business*, published in 1988. The same editors have now invited a large, distinguished group of authors to review the state of the art of alliance research 'Cooperative Strategies and Alliances' with the ambition of setting the stage for future alliance research. Bo Nielsen reviews this 790-page volume and provides his view to what extent the editors have accomplished this task, and points to chapters that provide new ideas for future research.

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Cooperative Strategies and Alliances

Farok J Contractor and Peter Lorange
Oxford: Elsevier Science Ltd.; 2002

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Journal of International Business Studies
(2003) 34, 489–491. doi:10.1057/palgrave.
jibs.8400042

Reflecting the growing practical importance of – and conceptual attention to – the phenomenon of collaboration across firm and national boundaries, Farok Contractor and Peter Lorange have once again edited a book based on papers presented at a conference on the topic. 15 years after the publication of *Cooperative Strategies in International Business*, the long awaited 'second edition' is finally here. This edited volume brings together 36 original contributions from leading scholars from 10 different countries on the topic of interorganizational cooperation. The chapters present an eclectic mix of conceptual and empirical papers that examine different aspects of the management of alliances and network relationships. The diversity of the contributions from 65 of the leading researchers in the field attests to the complexity of the phenomenon of interfirm collaboration. Drawing on different – often hard-to-reconcile and compare – perspectives (e.g., transaction costs, social exchange theory, knowledge-based view, real options theory, and organizational learning theory) and methods (e.g., case studies, survey methods, conceptualizations, and event studies) the book aims at presenting the state-of-the-art research in the alliance field. The chapters in this book address the issue of collaboration from both content and process perspectives, with internal and external focus, involving a myriad of industries and levels of analyses, utilizing a variety of different conceptualizations and measures of key variables, such as learning and performance. This impressive coverage of an area so multifaceted is to be congratulated and although this is one of the largest books in terms