



CREATIVITY OF STRATEGIC ALLIANCES AND JOINT VENTURES

Branislav Đorđević

Emeritus, "Union" University Belgrade, Kosančićev venac 2, 11000 Belgrade, Serbia

© MESTE NGO

JEL category: L, L24

Summary:

Any company that aspires to industry leadership in 21st century must think in terms of global, not domestic market leadership. The world economy is globalizing at an accelerating pace as countries previously closed to foreign companies open up their markets, as the Internet shrinks the importance of geographic distance, and as ambitious growth-minded companies race to build stronger competitive positions in the markets of more and more countries.

This paper focuses on strategy options for expanding beyond domestic boundaries and competing in the market of either a few or a great many countries. In the process of exploring these issues, we will introduce a number of correct concepts-multicountry competition, global competition, profit sanctuaries, and cross-market subsidization. The chapter includes section of market conditions; strategy options for entering and competing in foreign markets, the importance of locating operations in the most advantageous countries and so on.

Keywords:

consumer, organization, research, implication, environment, influence



How to cite this article?

Style – **APA Sixth Edition:**

Đorđević, B. (2013, 01 15). Creativity of strategic alliances and joint ventures. (Z. Čekerevac, Ed.) *MEST Journal*, 1(1), 1-10. Retrieved from http://www.meste.org/mest/MEST_1_2013/_01.pdf

Style – **Chicago Fifteenth Edition:**

Đorđević, Branislav. "Creativity of strategic alliances and joint ventures." Edited by Zoran Čekerevac. *MEST Journal* (MESTE NGO) 1, no. 1 (01 2013): 1-10.

Style – **GOST Name Sort:**

Đorđević Branislav Creativity of strategic alliances and joint ventures [Journal] = Creativity of strategic alliances and joint ventures // *MEST Journal* / ed. Čekerevac Zoran. - Belgrade - Toronto : MESTE NGO, 01 15, 2013. - 1 : Vol. 1. - pp. 1-10.

Style – **Harvard Anglia:**

Đorđević, B., 2013. Creativity of strategic alliances and joint ventures. *MEST Journal*, 15 01, 1(1), pp. 1-10.

Style – **ISO 690 Numerical Reference:**

Creativity of strategic alliances and joint ventures. **Đorđević, Branislav**. [ed.] Zoran Čekerevac. 1, Belgrade - Toronto : MESTE NGO, 01 15, 2013, *MEST Journal*, Vol. 1, pp. 1-10.