

*Coordonné par*  
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# Stratégies collectives

Rivaliser et coopérer avec ses concurrents

*Préface de*  
Dr Charles J. Fombrun

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**ems**  
MANAGEMENT  
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# Les Strategies Collectives Rivaliser Et Cooperer Avec Ses Concurrents

**Robert R. Redfield**



## **Les Stratégies Collectives Rivaliser Et Coopérer Avec Ses Concurrents:**

*Les stratégies collectives* Frédéric Le Roy, Saïd Yami, 2007-01-18 Consortiums REtD labels Groupement d'Intérêt Economique marque commune etc les entreprises multiplient aujourd'hui les stratégies de coopération qui dépassent la simple relation d'alliance deux à deux et qui se concrétisent par des collaborations qui peuvent englober l'ensemble des concurrents d'une industrie. Agir collectivement entre concurrents semble devenir un mode relationnel privilégié dans le contexte économique contemporain marqué par la globalisation des marchés l'arrivée de nouveaux acteurs de nouvelles formes d'organisation et de relations entre les entreprises réseaux inter organisationnels concurrence multi marchés hyper compétition intervention d'autorités de régulation ou de groupes de pression etc. Afin de mieux comprendre ces stratégies collectives cet ouvrage comporte trois parties composées de chapitres qui sont tous fondés sur des études de cas approfondies de stratégies des firmes dans leurs secteurs d'activités. Ainsi une première partie est consacrée à l'étude du concept de stratégie collective. Une deuxième partie approfondit les stratégies collectives dans des industries et des marchés traditionnels. Une troisième partie enfin présente les stratégies collectives dans des industries et des marchés nouveaux. L'ensemble des chapitres de cet ouvrage montre qu'agir collectivement avec ses concurrents est un comportement facteur de performances sur les marchés d'aujourd'hui et sans doute encore plus sur les marchés de demain. La capacité de créer et transformer des collectifs d'entreprise devient ainsi un des fondements principaux de la compétitivité au XXI<sup>e</sup> siècle.

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