



# Partner Risk: Managing the Downside of Strategic Alliances

*Warnock Davies*

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## **Partner Risk: Managing the Downside of Strategic Alliances** Warnock Davies

Partner risk, according to consultant Davies, is the inescapable exposure of a company to opportunistic behavior by a company it has formed an alliance with. He warns that such alliances can not only fail, it can deteriorate into strategic and managerial nightmares in which companies lose their products, customers, markets, or marketing strategies.

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