



CHAPTER 10

COOPERATIVE STRATEGY

Internet Activity: Strategic Alliances



In 2009 Fiat and Chrysler announced a strategic alliance. Review the information contained on the Fiat and Chrysler websites, and discuss the perceived benefits of the alliance for key stakeholders.

<http://www.dodge.co.uk/pressreleases/news.html>

<http://www.fiat.co.uk/Content/Article.aspx?id=18303>

[http://www.caranddriver.com/news/car/09q1/fiat and chrysler announce strategic alliance-car news](http://www.caranddriver.com/news/car/09q1/fiat_and_chrysler_announce_strategic_alliance-car_news)

<http://www.economist.com/node/12965800>