Read the Chapter 9 and Mini-Case: ***Alliance Formation, Both Globally and Locally, in the Global Automotive Industry***

Respond to question 2: What is the relationship between the core competencies a firm possesses, the core competencies the firm feels it needs, and the decisions to form cooperative strategies? Please be sure to cite and reference the text and any other sources that you use.

AND

Respond to this question (Can be a separate post):  Do you think firms with a reputation for ethical behavior in strategic alliances are likely to have more opportunities to form cooperative strategies than will companies that have not earned this reputation? What actions can firms take to earn a reputation for behaving ethically as a strategic alliance partner?