



Strategic Alliances: The Renault & Nissan Alliance - Celebrating 10 Years of Synergies

Thomas Loska

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Essay from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, Manchester Metropolitan University Business School, language: English, abstract: Strategic alliances have become a very popular form of partnerships, regarding to the increased number in the last decades. However, they are not naturally successful. This paper briefly describes the prominent Renault-Nissan alliance, mostly from Nissan's view, and tries to analyse the key-factors of its success. Due the fact that Nissan was in a very bad financial condition during the 90s and on the way to face bankruptcy, this paper argues how successful allying companies can be if each of them has that what the other needs. Furthermore it will be shown that alliances continuously develop.

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