



As alianças como estratégia e inteligência competitiva na partilha de conhecimento organizacional [

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Analítica

The importance of strategic alliances in organizations has increased in a significant way, with a tendency to continue to evolve due mainly to factors such as: the increasing international competitiveness, the acceleration of technological progress and a continuing sophistication of the markets, customers and suppliers of which has been watching. Simultaneously, the knowledge is a valuable resource in an organization. Accordingly, the alliances as a strategy and competitive intelligence for the sharing of knowledge can be one of the most important assets that an organization can adopt. Different organizations, to establish relationships with other organizations, have the opportunity to promote and share the knowledge that, strategically, serves as a mechanism for productivity and organizational effectiveness. The objective of this work is to develop a theoretical support that combines different concepts and elements to explain and understand the phenomenon of strategic alliances in organizations, as a mechanism for sharing of knowledge. It will also propose a conceptual model of analysis both within and between organizations, in order to highlight the importance of strategic management of knowledge and a system of competitive intelligence, for the sharing of organizational knowledge

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