

Link 1.1 Example of Strategic Alliance

In 2010 a strategic alliance was announced between Nokia, a Finnish manufacturer of mobile telephones and Yahoo! Inc. the American provider of Internet services. The agreement enables Nokia to use Yahoo! Services on its mobile telephones and enables Yahoo! to use Nokia's mapping and navigation services (Miller, 2010; Priyanka, 2010). In a further development, in 2011 a strategic alliance was announced between Nokia and Microsoft to enable Microsoft's Windows operating system to be used on Nokia mobile telephones.

References

Miller, P., (2010), 'Nokia and Yahoo Announce 'Worldwide Strategic Alliance' on Email, IM, Maps and More', *Engadget*, 24th May 2010, <http://www.engadget.com/2010/05/24/nokia-and-yahoo-announce-worldwide-strategic-alliance-on-email/>

Priyanka, (2010), 'Nokia, Yahoo Form 'Strategic Alliance'', 25 May 2010, <http://www.themoneytimes.com/featured/20100525/nokia-yahoo-form-039strategic-alliance039-id-10114593.html>