

## **STRATEGIC ALLIANCES AND INTERFIRM NETWORKS FORMATION AS THE WAY OF ACHIEVEMENT LONG-TERM RISING PROFITABILITY OF BUSINESS**

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One trend and one paradox of the modern world economy are the basis for this article.

Creation of strategic alliances and inter firm networks is objective and actual tendency, which getting spreading as condition of stable strategic position for partners from different spheres of business. Without references to principle and forms of alliance management, joint activity of their participants leads to coordinated changes in main business-processes. Best acknowledgement of that - an appearance of inter firm networks where several or all partners reach long-term rising profitability of business.

Phenomenon of the long-term rising profitability of business is founded on increasing role of knowledge and scientifically based technology in production goods and rendering services. Products, forming with high information, scientifically based technology have otherwise structure of net cost. That allow obtaining scale effect on the part of supply and demand and main, in contradistinction to the traditional industrial economy, companies of the economy of knowledge provide itself rising return from additional investment.

Just making the strategic alliances and inter firm networks built on combination of vertical and horizontal relationships between partners with leader company as strategic center, is a necessary condition of the achievement dominant position on market.