



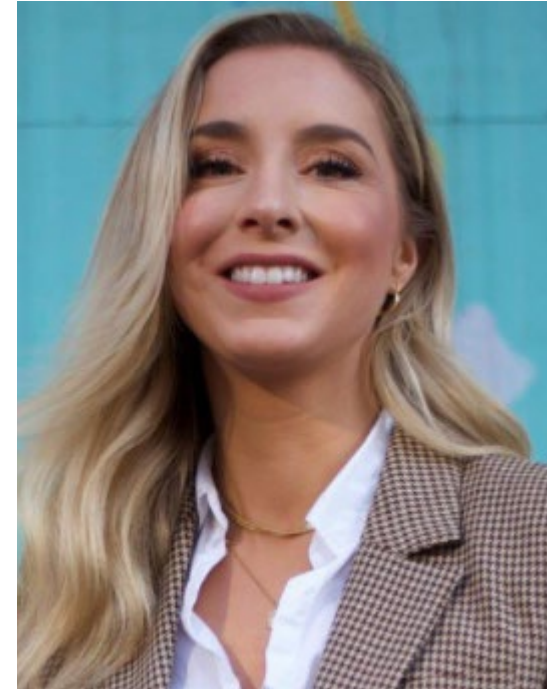
FRENEMIES

**HVORDAN OG HVORFOR
SAMARBEIDE MED
KONKURRENTER**

CHRISTINE MEYER,
ATLE SIVERTSEN & CHRISTINA MOE GJERDE

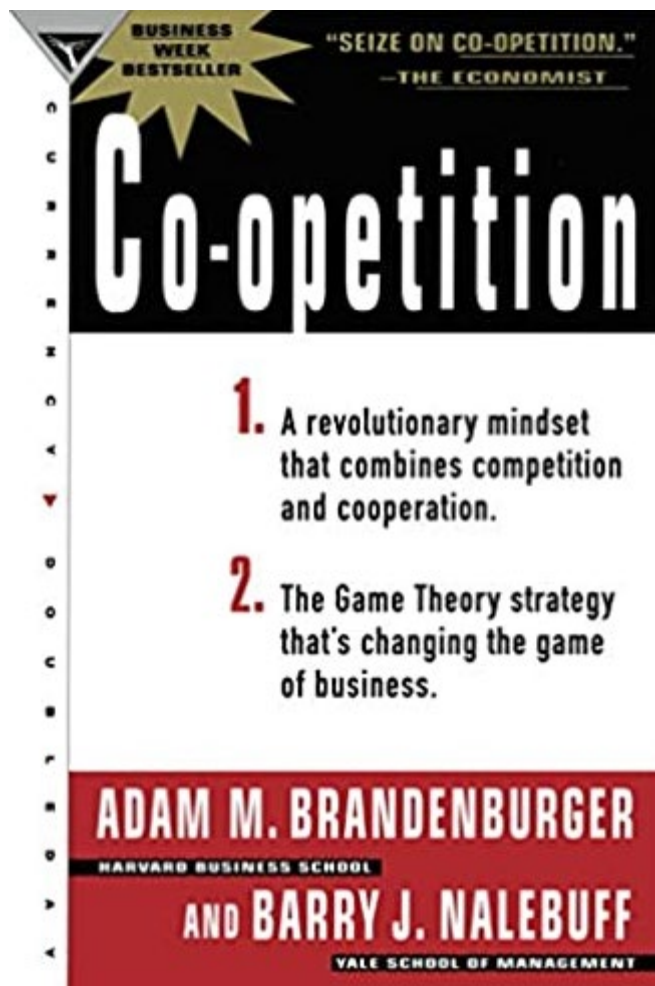
ALUMNIKONFERANSEN 2021

AGENDA



HVORFOR SAMARBEIDE MED KONKURRENTER?





Co-opetition



STRATEGY

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PHOTOGRAPHER TIERNEY GEARON



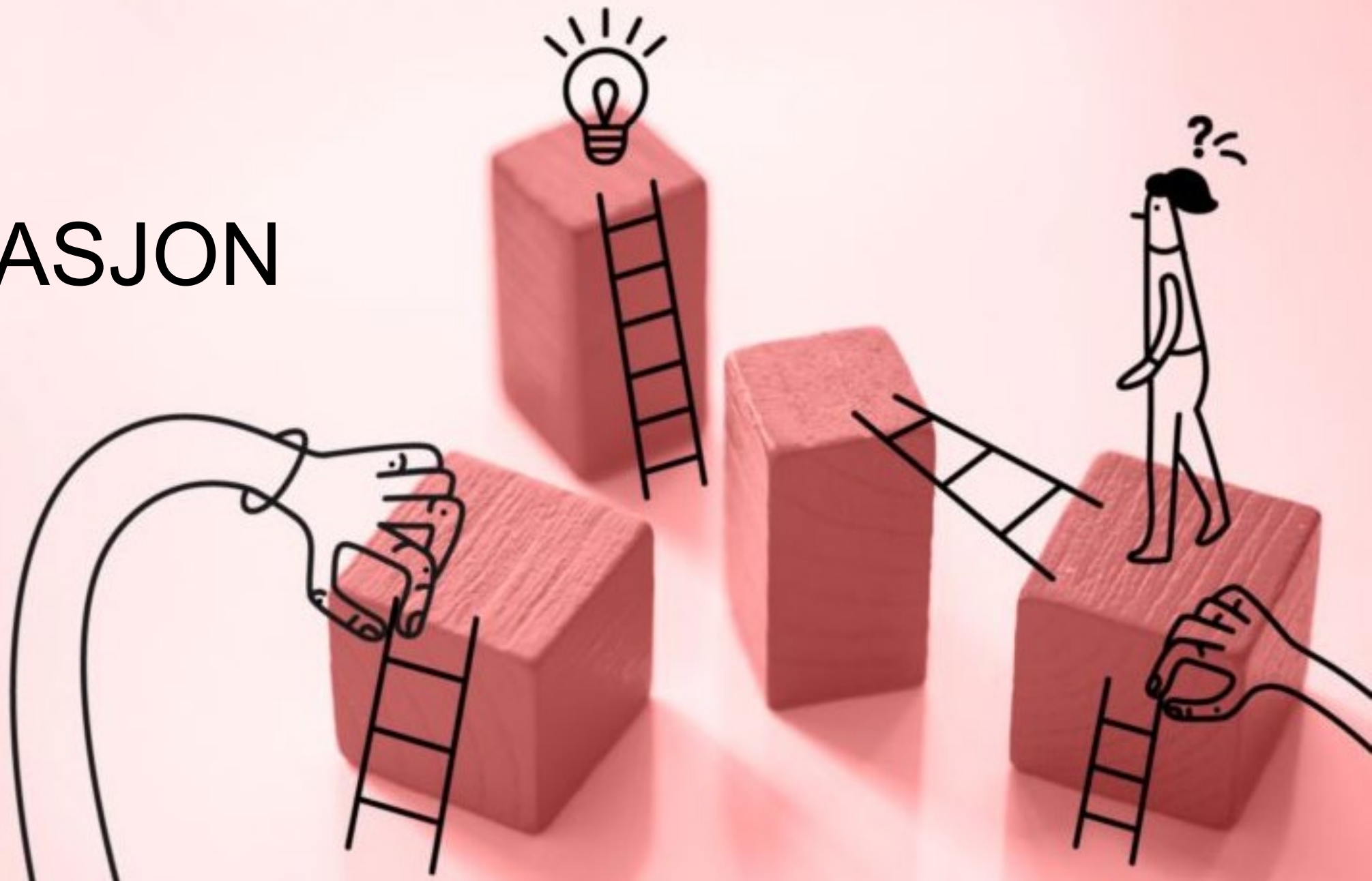
Rivals are working together more than ever before. Here's how to think through the risks and rewards.



ØKOSYSTEM



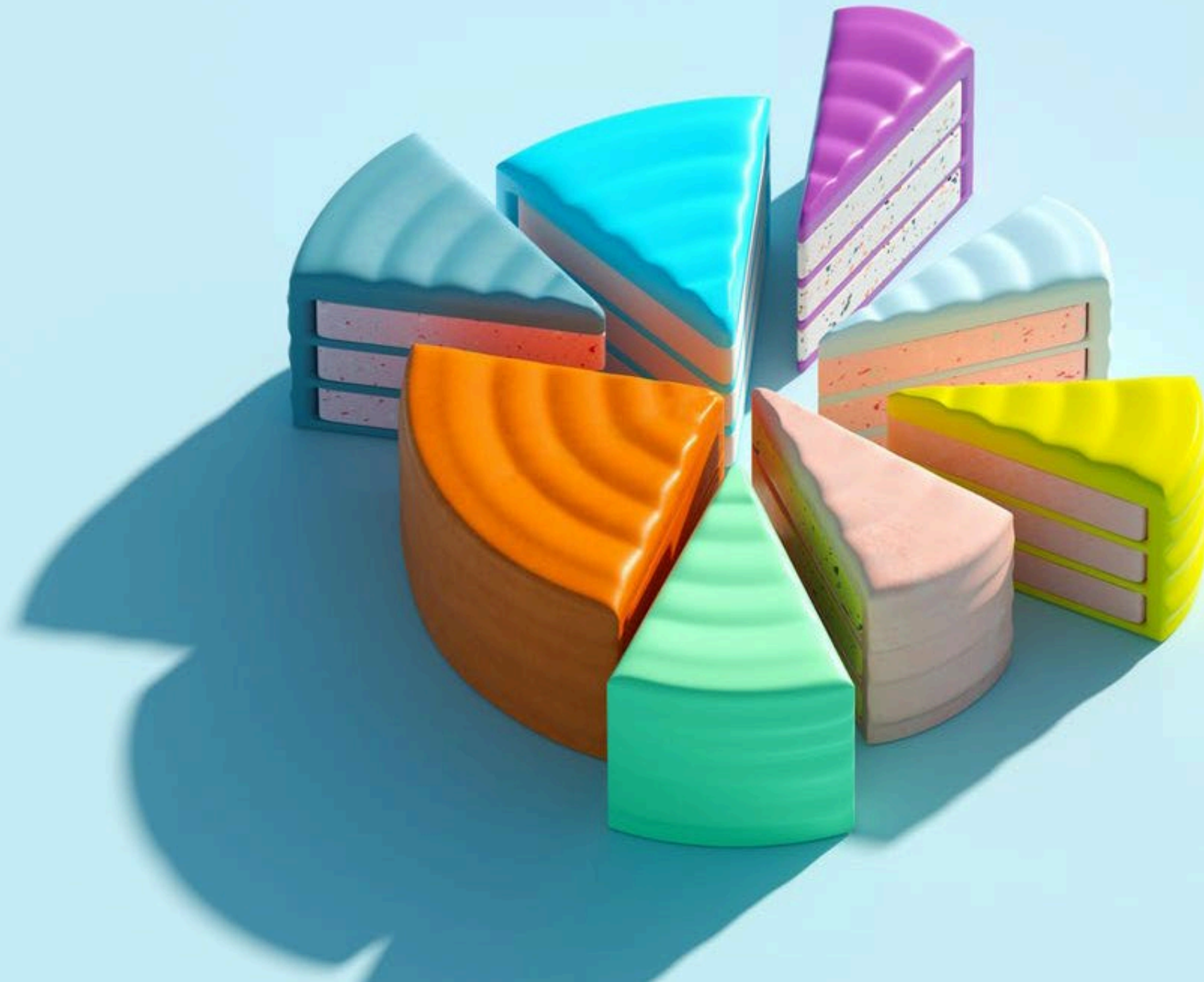
ÅPEN INNOVASJON



**FÅR MER IGJEN VED
Å DELE**



KAKEN
BLIR
STØRRE



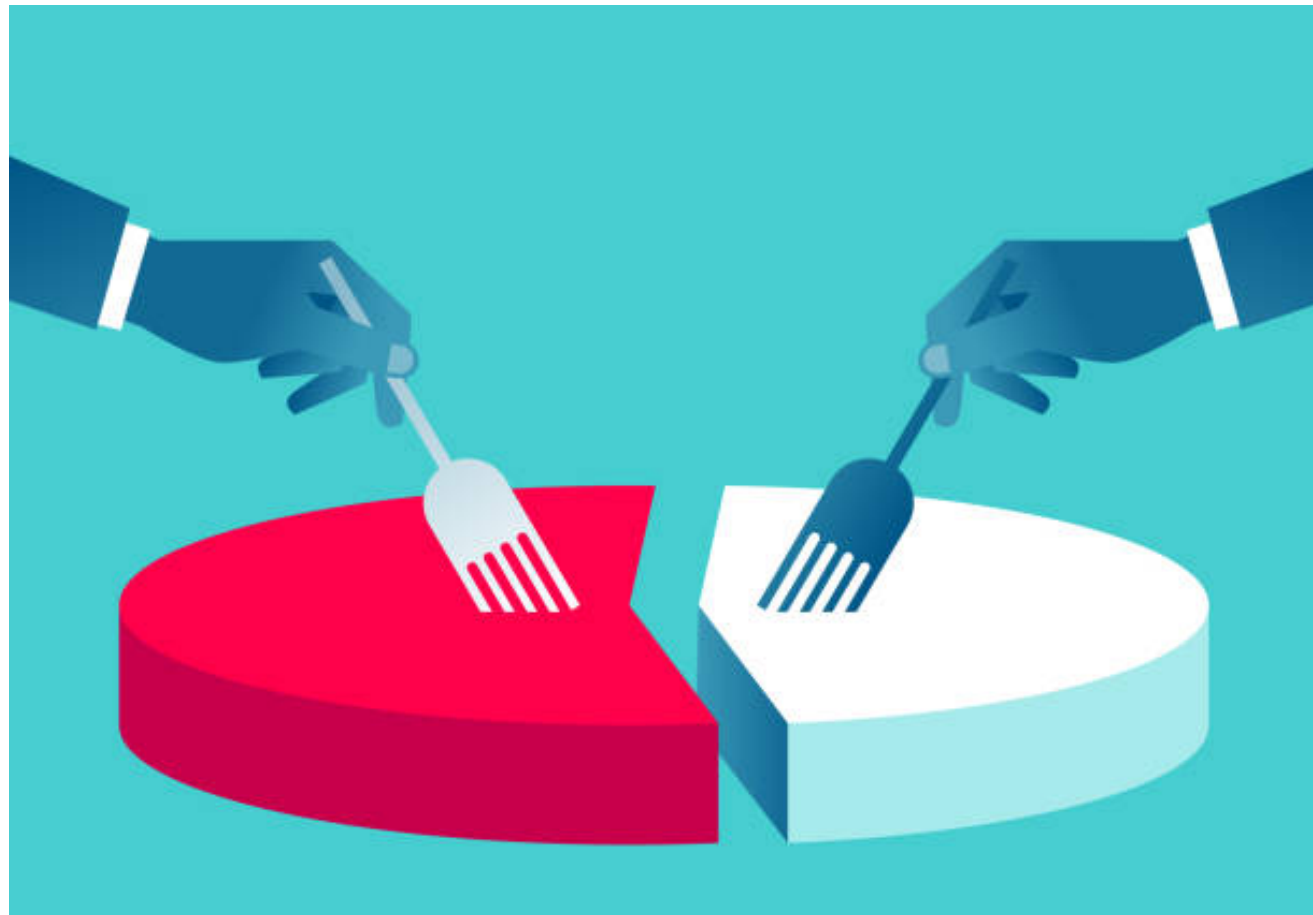


LØSE SAMFUNNS- FLOKER

**MEN DET ER TROSS ALT
KONKURRENTER.....**



KAKEN SKAL DELES



SAMARBEIDE



KONKURRERE



~~SAMARBEIDE~~
~~KONKURRERE~~
~~SAMARBEIDE~~
~~KONKURRERE~~





GRENSENE FOR
LOVLIGE SAMARBEID





