ASSOCIATION

STUDIES



INDUSTRY STUDIES ASSOCATION WORKING PAPER SERIES

This paper has been published. Full paper is available from the <u>Strategic Management Journal</u>.

Old Technology Meets New Technology: Complementarities, Similarities, and Alliance Formation

By

Frank T. Rothaermel Sloan Industry Studies Fellow College of Management Georgia Institute of Technology Atlanta, GA 30308-1149

Warren Boeker Department of Management and Organization UW Business School University of Washington Seattle, WA 98195-3200

> 2007 Industry Studies Association Working Papers

WP-2007-25 http://isapapers.pitt.edu/