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Quiz on Cooperation

1 [*] **What are the different types of partnerships in the software industry according to Meyer's classification? Based on your experience and knowledge, are these types still relevant and visible in the software industry?**

According to Meyer's classification, there are:

- Technology partnerships: Partnerships where the partners share or exchange technical knowledge, expertise, or resources to create or improve a product or service.
- Marketing partnerships: Partnerships where the partners collaborate on marketing activities, such as co-branding, cross-promotion, or joint campaigns.
- Sales partnerships: Partnerships where the partners cooperate on sales activities, such as lead generation, referrals, or reselling.
- Service partnerships: Partnerships where the partners provide complementary services to each other or to their customers, such as training, support, or maintenance.

Based on my experience, these types of partnerships are still relevant, as they offer various benefits to the partners, such as increased revenue, customer satisfaction, innovation, and competitive advantage. However, the software industry is also evolving and facing new challenges, such as digital transformation and artificial intelligence. Therefore, these partnerships may also need to be updated and adopt new models to take advantage of the opportunities and overcome the threats in the near future.

2 [*] **What are the different forms of mergers and acquisitions (M&A)?**

Select a M&A case in the software industry that you are familiar (via, e.g., newspapers); analyze the possible motivations behind the M&A action.

According to Meyer's classification, there are:

- Horizontal M&A: The merger or acquisition of two companies that offer similar products or services in the same market, which aims to achieve economies of scale, increase market share, or eliminate competition.
- Vertical M&A: The merger or acquisition of two companies that are in the same value chain but at different stages, which aims to secure the supply or distribution of inputs or outputs, reduce transaction costs, or increase bargaining power.
- Diagonal or Conglomerate M&A: The merger or acquisition of two companies that operate in different industries or markets, which aims to diversify the portfolio, enter new markets, or leverage synergies.

Microsoft's acquisition of LinkedIn was an example of a horizontal M&A. Microsoft announced its intent to acquire LinkedIn for more than $26 billion in June 2016. I believe the motivations behind this deal are:

- To leverage LinkedIn's professional network and data to enhance Microsoft's cloud services.
- To create new opportunities for monetization and innovation by combining LinkedIn's advertising and subscription revenue with Microsoft's enterprise software and cloud platforms.
- To increase Microsoft's presence and influence in the social media market and compete with other tech giants like Facebook and Google.