

## **Case: PSA**

### **Questions for discussion:**

1. Why do you think PSA adopted the strategy of entering into strategic alliances? Do you think it can be a long-term strategy?
2. Why do you think PSA's strategic alliances were generally successful?
3. In which circumstances it would be relevant for PSA to explore strategies grounded on joint venture. Justify your position, giving some potential practical examples (new venture).