



The Strategic Alliance Handbook: A Practitioners Guide to Business-to-Business Collaborations

Mike Nevin

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Strategic alliances offer organizations an alternative to organic growth or acquisition when faced with the need to develop the business to a new level, innovate in terms of products or services or significantly reduce costs. The Strategic Alliance Handbook is a clear and complete guide to the nuts and bolts of the process behind successful collaborations. The book enables readers to understand the commercial, technical, strategic, cultural and operational logic behind any alliance and to establish an approach that is appropriate for the type of alliance they are seeking and the partner organization(s) with whom they are working. Whether you are an alliance executive, responsible for the systems, strategy and performance of your organizations alliance programme or an alliance manager needing to ensure the success of a given partnership, The Strategic Alliance Handbook is an essential guide.



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