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The Alliance Builder s Toolkit

By Ted G Hoffman

Alliance Institute, United States, 2003. Paperback. Book Condition: New. 247 x 187 mm. Language: English . Brand New Book ***** Print on Demand *****.Partnering with other companies has emerged as an essential strategy for business of all sizes in order to survive, expand and succeed in today s highly competitive marketplace.Companies collaborate to leverage their strengths and the strengths of their partners for big wins, and for many reasons - for joint product development, manufacturing, product line extensions, sales and distribution, corporate equity investment -just name a few. Successful business alliances have demonstrated that they use a best practices-based, alliance-building process to help assure their required results.In The Alliance Builder s Toolkit, author Ted G. Hoffman offers insights and practical solutions for building partnerships that work! He leads readers through a systematic alliance-building process encompassing four distinct phases in the alliance lifecycle: Planning, Partner Selection, Formation and Ongoing Alliance Management.Within each phase he spells out the critical thinking and action steps required, and includes more than 70 useful checklists, worksheets, and alliance examples. Additionally, customizable forms and templates are available free from the Toolkit s special website. As a special bonus, Ted offers readers a free follow-up consultation to advise...



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