

Alliances An Executive Guide To Designing Successful Strategic Partnerships

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Alliances An Executive Guide To

Alongside this comprehensive overview, an extensive checklist is included, to guide executives through alliance design. This sophisticated guide will help managers navigate the alliance arena, providing practical support for creating effective partnerships. By drawing on the best case studies from different industries around the world, Alliances offers insightful examples of the most innovative collaborations. This book will enrich your understanding of the challenges and opportunities ...

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