



# SMART

A PRACTICAL GUIDE TO REPEATABLE SUCCESS

# ALLIANCES

JOHN R. HARBISON / PETER PEKAR JR.

A STRATEGY & BUSINESS BOOK

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# Smart Alliances A Practical Guide To Repeatable Success

**Jeff Herman**



## **Smart Alliances A Practical Guide To Repeatable Success:**

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approach that is appropriate for the type of alliance they are seeking and the partner organisations with whom they are working Whether you are an alliance executive responsible for the systems strategy and performance of your organisation's alliancing 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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