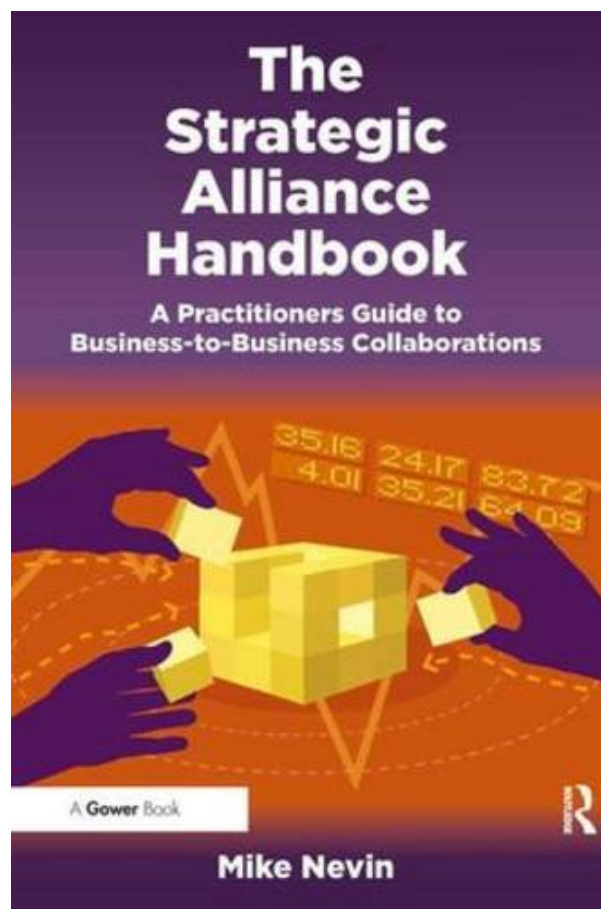
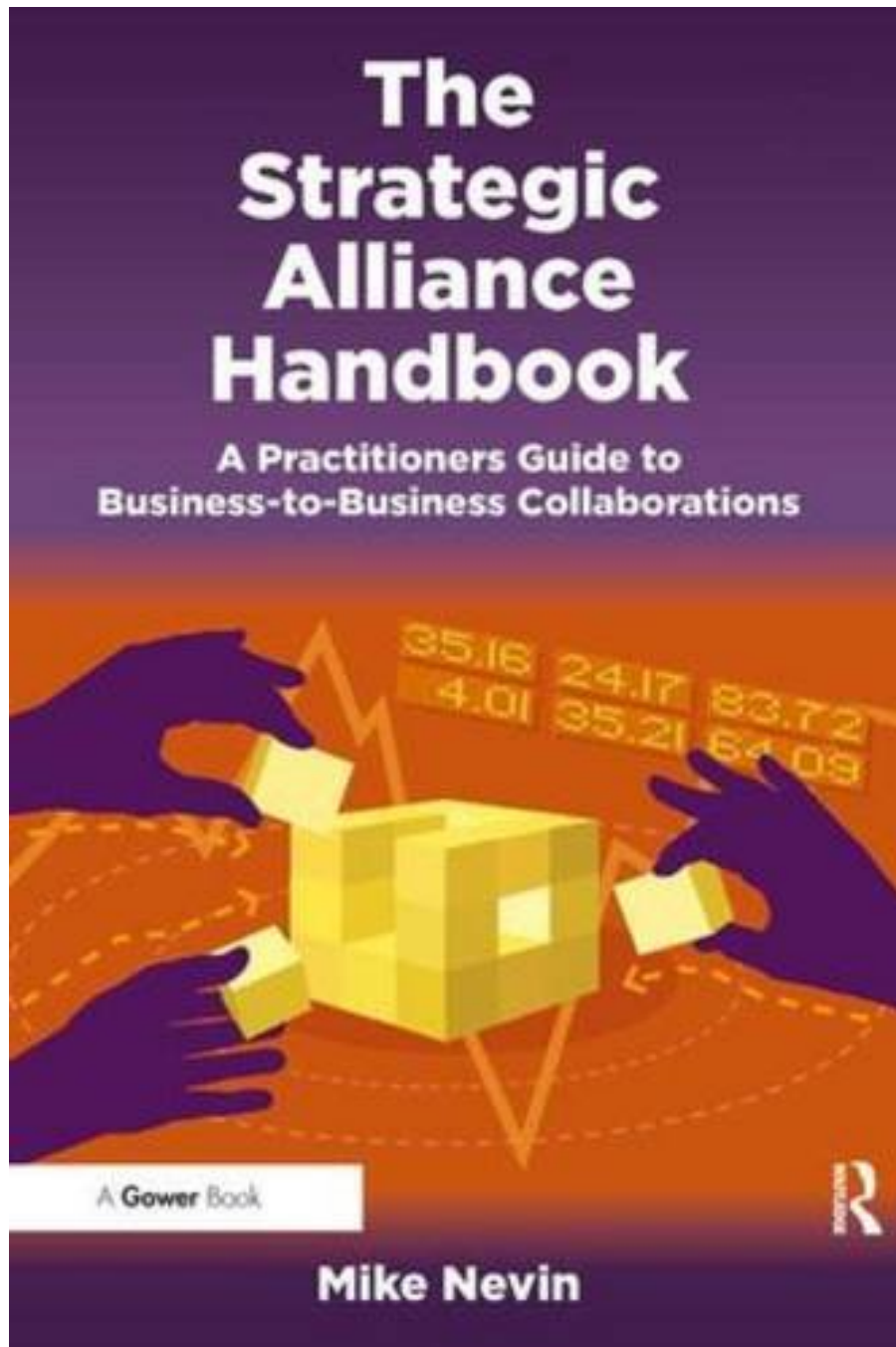


THE STRATEGIC ALLIANCE HANDBOOK: A PRACTITIONERS GUIDE TO BUSINESS-TO-BUSINESS COLLABORATIONS BY MIKE NEVIN



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Review

The methodology that the author describes in this book matches exactly the processes that an experienced alliance manager would recognise as best practice. By identifying this with his 52 common success factors, the author has described a template that can be used by any alliance manager to build a successful alliance and to diagnose where there are weaknesses in the relationship. --Jim Whitehurst, Alliance VP, SAP and former UK President of Association of Strategic Alliance Professionals

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About the Author

Mike Nevin is the founder and first chairman of ASAP Europe, The Association of Strategic Alliance Professionals. He now runs his own consultancy firm, Alliance Best Practice Ltd (www.alliancebestpractice.com). This is a research and benchmarking consultancy specialising in collaborative business-to-business relationships (alliances and partnerships). The consultancy uses proven methodologies and tools (alliance best practices) to help clients initiate and manage alliances. It also

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Strategic alliances offer organisations 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 organisation(s) 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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