



Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool

Lorraine D. Segil

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Alliances between companies have become a major competitive tool, allowing companies to exploit their complementary. However, many companies mishandle their alliances, wasting money, time, and effort. Now, international business consultant Lorraine D. Segil shows how to establish and manage profitable alliances.

"A breakthrough."--Bestselling business author Ken Blanchard.

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