



The Strategic Partnering Handbook

Tony Lendrum

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The "Strategic Partnering Handbook" is an internationally renowned how-to guide for creating successful partnerships and alliances both within and across borders. While previous editions have all been top sellers, today's rapidly changing global business environment requires a new edition featuring revised strategies coupled with current case studies and examples. Lendrum argues that in order for businesses to grow and achieve a sustainable competitive advantage, they must develop quality relationships between customers and suppliers - both within and outside the organisation. To illustrate this point he draws on fresh case studies and research to present the many facets of modern strategic partnering.

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