



Partnering with a Purpose: A Practical Guide to Using Strategic Alliances to Achieve Your Business Goals (Paperback)

By Dave Koester

AUTHORHOUSE, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Partnering with a Purpose 90 of business partnerships fail to meet their goals! The problem? The partnership was not set up for success and was doomed before it ever got off the ground. Partnerships can be very effective and efficient ways of growing your business- expanding into new geographies or new vertical markets, building out your product line, or extending service coverage- but only if they are planned for and implemented correctly. Partnering with a Purpose provides clear guidelines to help you lay the groundwork for a strategic alliance, select the right business partner, and set a course for real success. This easy and fun read points out the pitfalls that are sure to derail your partnership and provides practical how-to instructions for building a successful, mutually rewarding and profitable business alliance.



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Reviews

The publication is great and fantastic. It can be filled with knowledge and wisdom You wont truly feel monotony at at any moment of your time (that's what catalogues are for about if you ask me).

-- **Dr. Marcos Grimes III**

Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

-- **Ellie Stark**

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