



Navigating the Partnership Maze: Creating Alliances That Work

Sarah Gerdes

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A road map to building successful partnerships between companies of all sizes

In *Navigating the Partnership Maze*, Sarah Gerdes explains AllianceMapping and shows how firms of any size can use it to research, plan, and build strong, mutually beneficial partnerships in half the time and at a fraction of the cost of traditional approaches. Written for the executive, entrepreneur, or small business owner on the move, this guide walks readers through each step of the AllianceMapping process in a series of quicktake chapters, complete with bullet points, checklists, eye-opening graphics, and ready-to-use templates. From obtaining a distribution agreement with HBO to forging a joint venture with Intel, Gerdes outlines the precise path for achieving each kind of deal, driving home her points with fascinating case studies supplied by senior staff members at Microsoft, KPMG, American Express, Chevron Ventures, *Fortune* magazine, *eWeek* magazine, and other prestigious companies.

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