



The Strategic Partnering Pocketbook: Building Strategic Partnerships and Alliances

By Tony Lendrum

McGraw-Hill Education - Europe, United States, 2005. Paperback. Book Condition: New. 203 x 135 mm. Language: English . Brand New Book. The Strategic Partnering Pocketbook utilises easy to understand diagrams, cartoons/illustrations, check sheets, public and private sector mini case studies/quotes, as well as easy to read text to explain the principles, concepts and practices behind partnering and alliancing. The book also reviews the 0 to 10 Relationship Management matrix to put partnering and alliancing into context in terms of the other legitimate relationship approaches that can be taken.



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