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# THE STRATEGIC PARTNERING POCKETBOOK: BUILDING STRATEGIC PARTNERSHIPS AND ALLIANCES (PAPERBACK)



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...

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- Authored by Tony Lendrum
- Released at 2005



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