

<<联合品牌>>

图书基本信息

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内容概要

As pressure continues to build on organisations to achieve more with less, partnering offers tremendous promise as a strategic solution. However, up to 70% of such initiatives fail to meet their objectives. In this book, alliance expert Mark Darby argues that, in the age of the extended enterprise, firms must display a positive reputation and hard results from their alliances in order to attract the best partners and stand out from the growing crowd of potential allies. Building on this, he introduces the Alliance Brand concept, explores its critical success factors, and shows in detail how to apply it in your organisation. Darby's straightforward advice and comprehensive maps and tools will guide you on the journey to fulfilling the promise of partnering. The results are higher revenues and reduced alliance failure rates, along with lower costs and fewer risks. Alliance brands also have more satisfied staff and partners, and a transparent, audit-friendly process to satisfy increasing governance concerns. This leads to sustainable alliance success, and ultimately 'partner of choice' status in your chosen industries and markets. That's a compelling return on investment. That's an Alliance Brand.

作者简介

Mark Darby is Founder & Principal of ALLIANTIST. ALLIANTIST is an alliance solutions provider that enables organisations to get measurable benefits from their partnering and alliance activity. ALLIANTIST helps clients generate a positive reputation and re

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Foreword by Jeff Alexander, Seeda Acknowledgements Preface PART I: USING ALLIANCES TO CREATE VALUE 1 How Value and Advantage Affect Firm Activities 2 Understanding Alliances 3 Forces Driving for Alliances 4 What Winning Alliances Look Like 5 Forces Challenging Alliance Success 6 Alliance Brand PART I SUMMARY PART II: HAVING A CAPABILITY TO PARTNER 7 Clarity on Strategy 8 Clarity On Core Competences 9 Ability To Make Effective Strategic Choices 10 Attractiveness of Assets 11 Ability to Collaborate Internally and Externally 12 Ability to Govern Effectively and Manage Complex Relationships 13 Effectiveness of Alliance Infrastructure PART II SUMMARY PART III: WINNING WITH ALLIANCES 14 Phase 1: Pre-Alliance 15 Phase 2: Pre-Partner 16 Phase 3: With-Partner Planning 17 Phase 4: Alliance Launch 18 Phase 5: With-Partner Delivery 19 Phase 6: Alliance Reviews 20 The Journey to Alliance Brand and Winning Alliances Appendix: Alliance Brand Quick Test References Index

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