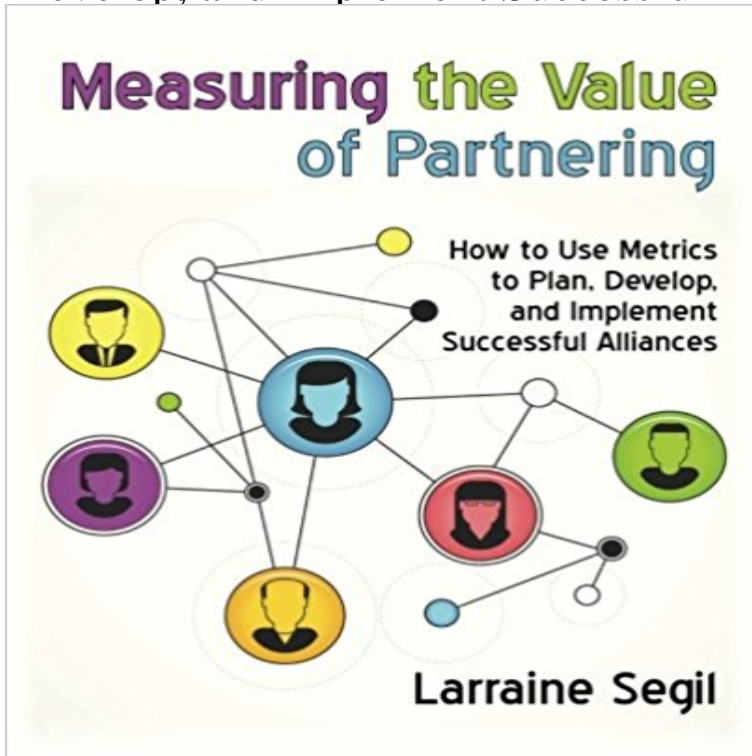


Measuring the Value of Partnering: How to Use Metrics to Plan, Develop, and Implement Successful Alliances



Lorraine Segil provided valuable, insightful, and solid ideas by presenting useful diagnostic methods, ideas, tools, and key points for successful alliance development, an essential tool in business survival -Ron Khormaei, Ph.D., Section Manager Personal Printing, Hewlett Packard Company With the factors of accurately measuring an alliance - productivity, decision making, team performance, new customers, and damage control - obtaining a precise measurement can be a complex and overwhelming task. Knowing the specific measurement to use at what point in the life cycle of the alliance is critical. Measuring the Value of Partnering offers a system for measuring relationship contributions throughout the alliance, from creation to implementation to termination. Featuring case studies from interviews with key players at IBM, Hewlett-Packard, Starbucks, Staples, Hyundai, and other organizations, author Lorraine Segil helps readers develop appropriate metrics and shows how - and when - to use these tools accurately, intelligently, and for maximum impact. Timeless and practical, this republication of Measuring the Value of Partnering provides a multitude of tools to help any alliance perform to maximum organizational advantage.

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