ForeWord Reviews

BUSINESS & ECONOMICS

Partnering Intelligence: Creating Value for Your Business by Building Strong Alliances
Stephen M. Dent
Davies-Black Publishing
978-0-89106-132-8
(Oct 25, 1999)

Unlike the 1980s where corporate giants sought market share through fierce takeover battles, the 1990s is a decade of strategic alliances that seek to capitalize on the strengths of both companies for their mutual benefit. Take it down to an individual level and that's what Partnering Intelligence is all about.

This book fills a specific niche in the business marketplace by focusing on how an individual can develop partnering skills and partnering intelligence and use them to accomplish goals in a business environment. It features a structured approach to creating partnerships called the Partnership Continuum Model. Though that term may sound scientific, the book is written in a style that makes it very easy to understand and applicable to everyday situations, which is reinforced by a number of real life examples based on the author's experience. The model is the framework for the book, which takes a hands-on approach via the Plan-Do-Check-Act cycle of continuous improvement. It is a personal approach, starting with an assessment of the reader's Partnership Quotient and relating that to managing situations in the workplace. The approach is very practical, with feasible examples of fostering alliances both inside and outside the company. Just as Coca-Cola and McDonald's have teamed up to promote their products jointly, any individual can apply the techniques discussed in the book to improve working relationships, either within the company or with external vendors or customers.

With the increasing tendency toward matrix management in the corporate environment, the ability to build alliances among various departments at any level of the organization is becoming a valuable skill. Partnering Intelligence emphasizes the synergy, two-way communication and trust necessary to achieve these goals and helps readers develop their potential for improvement in these areas.

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