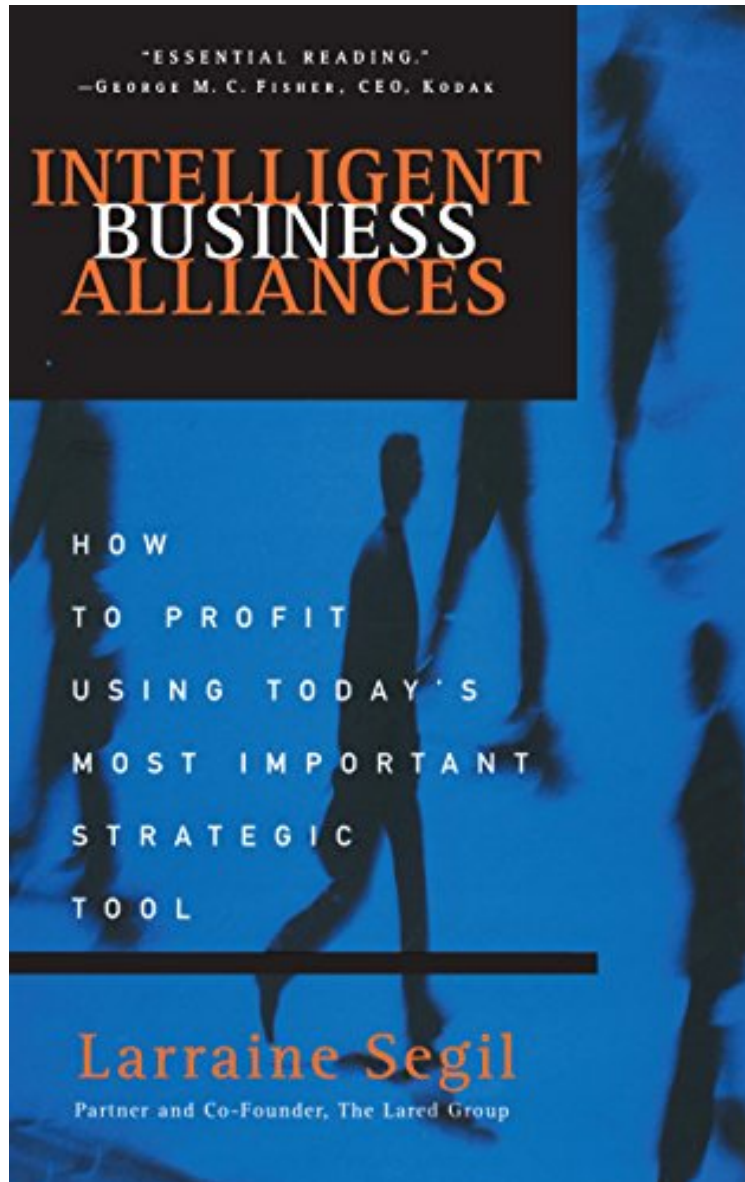


[Pdf free] Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool

## Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool

*Lorraine D. Segil*

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**Lorraine D. Segil : Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool:

0 of 0 people found the following review helpful. Fascinating study of corporate (big small) dynamicsBy Kindle

CustomerIn attempting to understand why partnerships have a high failure rate at my company, I learned much about company life cycles, management personality styles and project characteristics. I'm still trying to put them all together when analyzing a particular partnership. There are so many moving parts I'd never considered - this publication is fascinating reading.

2 of 2 people found the following review helpful. Zeroing in on Forming Your Best Alliances with the Right CompaniesBy Roger Peter MarecThis is a clean-cut no-nonsense approach to forming business alliances that may save you millions. Lorraine Segil is the creator of the Mindshift method of business alliances. 1000 companies went through her training on alliance management at Caltech. A third of these adopted the program and from this real-life sampling came this data. How alliances succeeded and how they failed were analyzed. She discusses the nine different categories of alliances, their levels of risk and their levels of commitment. In forming an alliance one must be aware of where one's business is on its business cycle, the corporation's management style, and the purpose and goals for establishing an alliance. Once this is done, one uses her method for finding potential alliances and how to weed out the mismatches based on the above criteria. An organization and management team will be found to have a certain mindset that can be characterized. Also, are you a global corporation or just an exporter? Answers and understandings are here.

Five Stars0 of 0 people found the following review helpful. Practical Tools for PartneringBy M. WilsonI have been using this book for over 10 years in a course that I teach on Globalization of Technology . There are newer books by Segil, but this one is the foundation guide to her methods for analyzing potential partners. Other books have good anecdotes, some suggestions on strategy, etc. but this book provides tested tools for looking at company lifecycle, alliance type, risk profile and champion issues. Her subsequent book, "Measuring the Value of Partnering" is great but it is specific to alliance management issues while "Intelligent Business Alliances" has, as its foundation, the initial issue of how to vet potential alliance partners: this book really helps with concrete analysis structures. It also has a useful chapter on international alliances.

Alliances between companies have become a major competitive tool, allowing companies to exploit their complementary. However, many companies mishandle their alliances, wasting money, time, and effort. Now, international business consultant Lorraine D. Segil shows how to establish and manage profitable alliances. "A breakthrough."--Bestselling business author Ken Blanchard. From the Hardcover edition.

From Publishers WeeklyCiting statistics that 55% of strategic business alliances fail and that the successful remainder last an average of only 3.5 years, the author believes managers involved in or contemplating an alliance should welcome any help they can get. Segil, president of the Lared Group, an international consulting firm, defines an alliance as "a relationship that is strategic or tactical... entered into for mutual benefit by two or more parties having compatible or complementary business interests and goals." She goes on to explain the various diagnostic tools for verifying and testing potential agreements. Chief among these is her own "mindshift method," for understanding different types of business personalities. An organization, she suggests, must decide where on the "alliance pyramid" to focus. Joint marketing and distribution is the simplest agreement; the most complex, a merger or takeover. Each step up requires greater risk, more human resources and higher costs. Knowing the place of partners in the corporate life cycle and their cultures and strategies is critical for creation of a successful arrangement. The author advocates the SWOT (strengths, weaknesses, opportunities, threats) analysis technique and presents a variety of considerations for companies contemplating an international alliance. At times the plethora of procedures here might appear redundant, but considering the high likelihood of failure, managers at both large and small companies could learn much from following the book's prescriptions. Author tour. Copyright 1996 Reed Business Information, Inc.

From BooklistWhether between corporate giants or between a local supplier and a mom-and-pop grocery store, business alliances have become an increasingly successful tool. Segil is president and cofounder of an international consulting firm that specializes in helping businesses establish mutually beneficial partnerships. She employs a technique called the mindshift method to help analyze the "personality" characteristics of an organization, the six possible stages in a corporate life cycle and the types of strategic alliance most suited to each, and the different types of individual managerial personality. The project on which the alliance is based must also be evaluated, and an overall "project personality" determined. The diagnostic tools developed by Segil for this process help companies select compatible partners. Segil also shows how to resolve potential conflicts and problems once an alliance has been established.

David RouseFrom the Inside FlapAlliances between companies have become a major competitive tool, allowing companies to exploit their complementary. However, many companies mishandle their alliances, wasting money, time, and effort. Now, international business consultant Lorraine D. Segil shows how to establish and manage profitable alliances. "A breakthrough."--Bestselling business author Ken Blanchard. "From the Hardcover edition.