



Smart Alliances: A Practical Guide to Repeatable Success (J-B BAH Strategy & Business Series)

John R. Harbison, Peter Pekar

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8 steps to successful strategic alliances--from the experts at Booz Allen & Hamilton

Turn to any business section in any newspaper today and you'll find no shortage of stories about high-profile international strategic alliances. Many are success stories. The majority, however, are not. Now, you can learn what separates the successes -- like those of Corning, Mazda, and Oracle -- from the failures. In *Smart Alliances*, the two senior consultants who made Booz-Allen & Hamilton the foremost authority on alliance strategy present eight practical steps any company can take to adopt the best practices of today's alliance leaders and turn them to their own competitive advantage.

A Strategy & Business Book

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