



# The Strategic Alliance Handbook: A Practitioners Guide to Business-to-Business Collaborations

By Mike Nevin

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Strategic alliances offer organisations an alternative to organic growth or acquisition when faced with the need to develop the business to a new level, innovate in terms of products or services or significantly reduce costs. The Strategic Alliance Handbook is a clear and complete guide to the nuts and bolts of the process behind successful collaborations. The book enables readers to understand the commercial, technical, strategic, cultural and operational logic behind any alliance and to establish an approach that is appropriate for the type of alliance they are seeking and the partner organisation(s) with whom they are working. Whether you are an alliance executive, responsible for the systems, strategy and performance of your organisation's alliancing programme or an alliance manager needing to ensure the success of a given partnership, The Strategic Alliance Handbook is an essential guide.

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### **Editorial Review**

#### **Review**

The methodology that the author describes in this book matches exactly the processes that an experienced alliance manager would recognise as best practice. By identifying this with his 52 common success factors, the author has described a template that can be used by any alliance manager to build a successful alliance and to diagnose where there are weaknesses in the relationship. --Jim Whitehurst, Alliance VP, SAP and former UK President of Association of Strategic Alliance Professionals

At last, the one book which accelerates an Alliance program between companies using a common methodology. Creates an aurora between Alliance partners where each has the desire to work together delivering exceptional joint propositions. This book will be utilized by Canon worldwide. --Frank Steggall, Canon UK and Ireland

This book takes a comprehensive and critical view of alliance best practices and presents a structured and practical system for both analysis and intervention. Importantly, it has been thoroughly road-tested through Mike Nevin's vast experience of assisting companies improve their partnering capabilities. A key strength is its applicability across different industry sectors. A must for any serious partnership professional! Peter Thurlby, Principal Consultant, Phase7; The 'Strategic Alliance Handbook' is the most comprehensive examination of the 'Art' and the 'Science' of strategic alliances that I have seen. It includes both the higher level theoretical/strategic perspective with the practicality of real world examples and case studies. It is an extremely useful tool that can be used by alliance leadership and practitioners to support execution in the marketplace. --John Sweeny, Senior Alliance Executive

#### **About the Author**

Mike Nevin is the founder and first chairman of ASAP Europe, The Association of Strategic Alliance Professionals. He now runs his own consultancy firm, Alliance Best Practice Ltd ([www.alliancebestpractice.com](http://www.alliancebestpractice.com)). This is a research and benchmarking consultancy specialising in collaborative business-to-business relationships (alliances and partnerships). The consultancy uses proven methodologies and tools (alliance best practices) to help clients initiate and manage alliances. It also maintains a database of over 200,000 observations of alliance best practice in action. The company has worked with over 300 alliance leading companies including; IBM, Microsoft, SAP, Oracle, Capgemini, Accenture, Logica, Tieto, BT, O2, Rolls Royce, GSK, AstraZeneca, DuPont and BASF.

### **Users Review**

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#### **Brian Lopez:**

As people who live in often the modest era should be update about what going on or facts even knowledge to make all of them keep up with the era which is always change and move forward. Some of you maybe will certainly update themselves by studying books. It is a good choice in your case but the problems coming to you is you don't know which you should start with. This The Strategic Alliance Handbook: A Practitioners Guide to Business-to-Business Collaborations is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and need in this era.

**Eric Freeman:**

People live in this new morning of lifestyle always attempt to and must have the free time or they will get lot of stress from both day to day life and work. So , whenever we ask do people have free time, we will say absolutely sure. People is human not only a robot. Then we ask again, what kind of activity do you possess when the spare time coming to anyone of course your answer will probably unlimited right. Then do you try this one, reading guides. It can be your alternative inside spending your spare time, typically the book you have read will be The Strategic Alliance Handbook: A Practitioners Guide to Business-to-Business Collaborations.

**Elton Williams:**

Are you kind of stressful person, only have 10 or even 15 minute in your day to upgrading your mind talent or thinking skill perhaps analytical thinking? Then you are having problem with the book compared to can satisfy your short period of time to read it because this all time you only find e-book that need more time to be go through. The Strategic Alliance Handbook: A Practitioners Guide to Business-to-Business Collaborations can be your answer as it can be read by an individual who have those short free time problems.

**Peggy Elmore:**

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