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Enterprise Relationship Management: A Paradigm For Alliance Success

Andrew Humphries, Richard Gibbs

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In today's connected global marketplace, success and failure is bound up with the management of your inter-organisational partnerships. Competition is no longer between individual organisations but between alliances of companies and networks of supply chains. Richard Gibbs and Andrew Humphries provide a practical guide to the management process and skill sets needed for co-ordinating the business activities that are essential to creating a competitive advantage. Their eight partnership types developed from earlier research help readers adapt their relationship strategies to the different opportunities that present themselves and focus their greatest time and resources on the collaborations that offer the greatest value. The text includes an explanation of the context for collaboration, the principles and drivers for success, as well as techniques for appraisal and management. This is an excellent overview of the tools, techniques and philosophies behind an enterpriseâ€™s successful management of its strategically important relationships. Enterprise Relationship Management will help ensure your organisation has the requisite ability to form, manage, retire and exit partnerships in a fluid and agile way. Whether you are in sales or marketing or finance and operations, this book will show you how to get the most from your partnerships.

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