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The Strategic Partnering Handbook: The Practitioners' Guide to Partnerships and Alliances. The Strategic Partnering Handbook. : Tony Lendrum. McGraw-Hill, 2003 - Business & Economics - 474 pages. 0 Reviews. This work is a guide for creating successful partnerships and alliances that resonate globally. It argues that in order for business to grow and achieve a sustainable competitive advantage, they must develop quality relationships between customers and suppliers.

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Where it is a multi- project relationship it is known as 'strategic partnering '. Successful partnering should enable long-term integration of the entire project team for the mutual benefit of all, and so it is crucial that the right partners are selected.

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The Strategic Partnering Handbook, A Practice Guide for Managers, McGraw-Hill, Nook Company, 1997, ISBN 0-07-470879-1. Porter M., Competitive advantage: Creating and Sustaining Superior Performance, NY, Free Press, 1985, ISBN 0-02-925090-0. Williamson, O., Markets and Hierarchies: Analysis and Antitrust Implications, Free Press, NY, 1975.

Business partnering - Wikipedia

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