

DAVID SAXBY

BUILDING STRATEGIC ALLIANCES TO PROMOTE YOUR BRAND AND GROW YOUR MARKET SHARE

“Alliances have become an integral part of contemporary strategic thinking.”

Fortune Magazine

What can you do to take advantage of one of the fastest growing trends in business today? How can Strategic Alliances promote your brand and increase your marketshare?

Strategic Alliances can improve competitive positioning, provide access to new markets, supplement critical skills, and share the risk or cost of major projects. Most companies already have existing relationship that could form strategic alliances. What they often don't understand is how to leverage their skills, talents and abilities to position their company as an attractive Strategic Alliance opportunity.

In Building Strategic Alliances to Promote Your Brand David reveals how to quickly identify which customers, suppliers, competitors, learning institutions, and/or government body is the right fit for creating an alliance. He will give you the essential elements of what makes a successful Strategic Alliance.

Outline:

Strategic Alliances Benefits

Preparing for Strategic Alliances

Alliance Challenges and Expectations

Resources for Creating Successful Outcomes

Keeping Focused on Your Strategy



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