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# **Strategic Partnering Handbook**

Tony Lendrum



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#### Strategic Partnering Handbook Tony Lendrum

The Strategic Partnering Handbook is a guide for organisations seeking to develop partnering alliances with customers and suppliers. This is an established business title which has had consistent, steady sales since it was first published in 1995. The revision incorporates new material contributed by prominent corporates to supplement the work and information on new developments in strategic partnering. Although the contributions are from multinationals, they draw on Australian scenarios and companies, so the book has appeal and relevance for the local readership.

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