



Measuring the Value of Partnering: How to Use Metrics to Plan, Develop, and Implement Successful Alliances

By Lorraine Segil

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"How does one accurately measure an alliance? With all the factors involved - productivity, decision making, team performance, the number of new customers, and damage control - getting a precise measurement can be a complex and daunting task. Knowing which measurement to use, and at what stage of the alliance life cycle, is critical. "Measuring the Value of Partnering" gives readers a system for measuring a relationship's contribution at every stage of the alliance, from creation to implementation to termination. This essential book features case studies drawn from interviews with key players at companies like IBM, Hewlett-Packard, Starbucks, Staples, and Hyundai. Weaving these and other real-life examples together, Author Lorraine Segil helps readers develop the appropriate metrics and then shows how and when to use them accurately and intelligently to achieve the greatest impact. Timely and practical, "Measuring the Value of Partnering" provides the tools for making any alliance is work to maximum organizational advantage."

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Lorraine Segil (Los Angeles, CA) is the cofounder of The Lared Group, an international management consulting firm specializing in business relationships. She has written and edited numerous books on the subject, including *Intelligent Business Alliances* and *Partnering* (0-8144-0757-9).

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