



# The Power of Two: How Companies of All Sizes Can Build Alliance Networks That Generate Business Opportunities

*John K. Conlon, Melissa Giovagnoli*

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Tap the Power of Alliance Networks

Inspired by the so-called virtual corporation, the opportunistic formation of short-term strategic pairings is the chief means by which today's companies are realizing growth. In *The Power of Two*, two acknowledged business-alliance experts take readers step-by-step through a proven, powerful method for successfully building a network of strategic alliances and for managing such networks via an alliance manager. Packed with examples, augmented with a wealth of assessment tools and charts, it's the most authoritative, user friendly guide to mastering this important, emerging business stratagem currently available.

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