



# Strategic Partnerships: An Entrepreneur's Guide to Joint Ventures and Alliances

*Robert Wallace*

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An estimated 20,000 corporate alliances have been formed worldwide over the past two years. Such strategic alliances can provide business owners with long-term security, new revenue channels, and, often, the anchor needed to maintain stability in otherwise turbulent waters.

A successful joint venture can open the door to a world of future partnership opportunities, says renowned entrepreneur Robert Wallace. In *Strategic Partnerships: An Entrepreneur's Guide to Joint Ventures and Alliances*, he outlines a framework business owners can use to conceive, develop, and execute such relationships between themselves and larger organizations. Based on the author's 20 years of field research, readers will learn how to:

- Evaluate the suitability of a potential joint venture partner.
- Establish relationship boundaries to define how partnering companies can work together through processes and complications.
- Keep relationships fun, exciting, and profitable.
- Properly and legally bring joint venture arrangements to a close.

Most chapters conclude with a case study of a business illustrating the chapter topic, along with an interview with an executive from a major corporation. The stories and interviews give readers real-life takeaways that they can relate and apply to their own situations, providing them with a specific tool to move forward in their development.

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