

**Judul:**

Measuring the value of partnering: how to use metrics to plan, develop, and implement successful alliances

**Pengarang/Penulis:**

Segil, Lorraine, author

**Subjek:**

Strategic alliances (Business) -- Evaluation; Management science -- Mathematical models; Management science -- Computer simulation; Strategic alliances (Business) -- Case studies; International business enterprises -- Management -- Case studies

**Nomor Panggil:**

e20438380

**Penerbitan:**

[American Management Association, ]

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