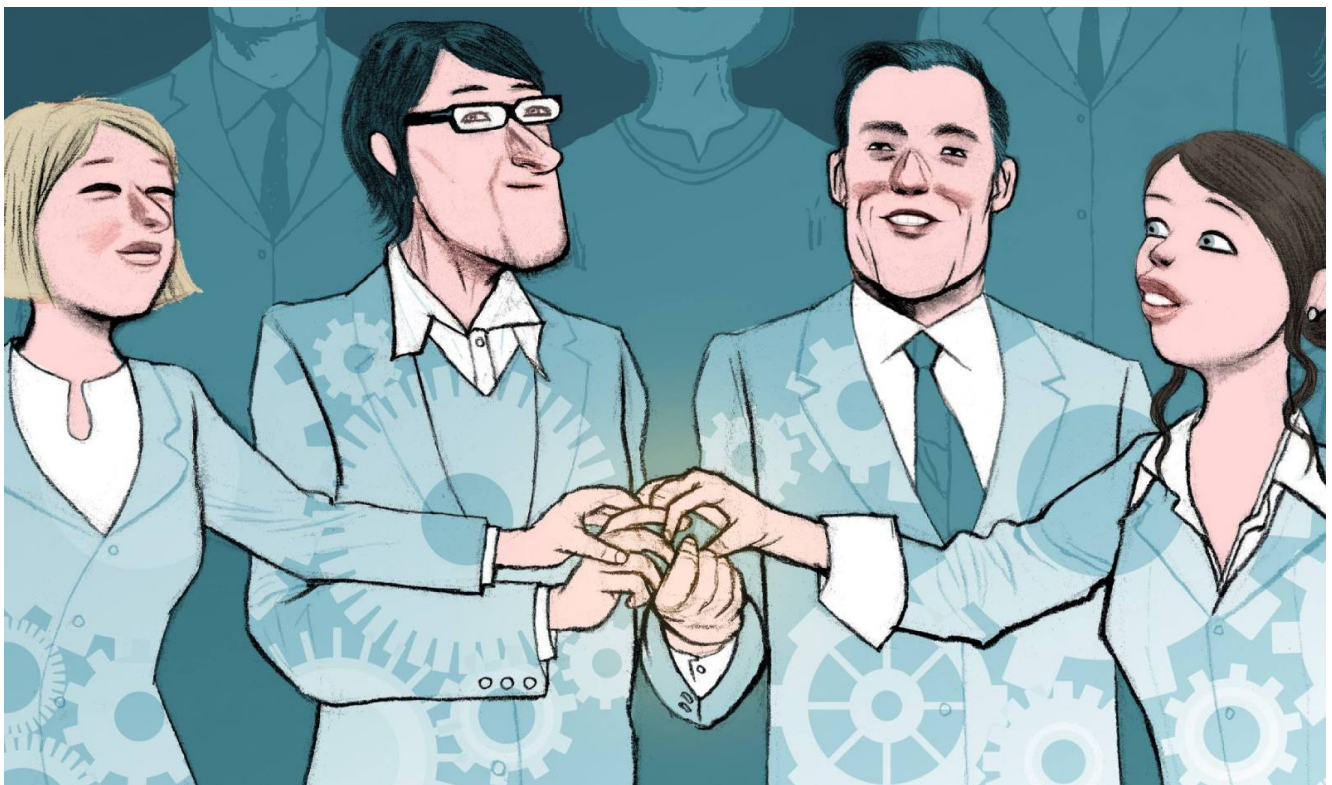


Creating Winning Partnerships

Download and read *IESE Insight* magazine (Issue 2, Q3 2009) on Creating Winning Partnerships.



July 1, 2009

This edition shows how **working together with others** can multiply your company's own best efforts.

- **Kathleen M. Eisenhardt & Pinar Ozcan** reveal how even small firms with few resources can use strategic alliances to strengthen their market position, gain new capabilities and resources, and grow during difficult times.
- **Thomas Vollmann & Carlos Cordón** present a tested process to transform

traditional customer/supplier relationships into superior collaborative ones by identifying a few key partners, known as Pairs of Aces.

- **Venkat Ramaswamy** explains the building blocks for co-creation, which will open up a whole new world of value.
- **Bruno Cassiman** examines the integral role university research can play in industry innovation.

Elsewhere in this magazine:

- **Pascual Berrone** recommends managers engage with the growing green movement: pay attention to external influences, while also looking inside your company for inspiration.
- **John A. Quelch & Katherine E. Jocz** insist that marketing, practiced the right way, benefits consumers — and even democracy.

In our case feature, three executives dish up some tasty advice for **El Bulli**, lauded as the best restaurant on the planet, to ensure that it remains at the cutting edge of innovation.

Finally, a dialogue between jury consultant **Edward P. Schwartz** and IESE Prof. **Paddy Miller** applies lessons from the courtroom to the group dynamics of the boardroom.

Array

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