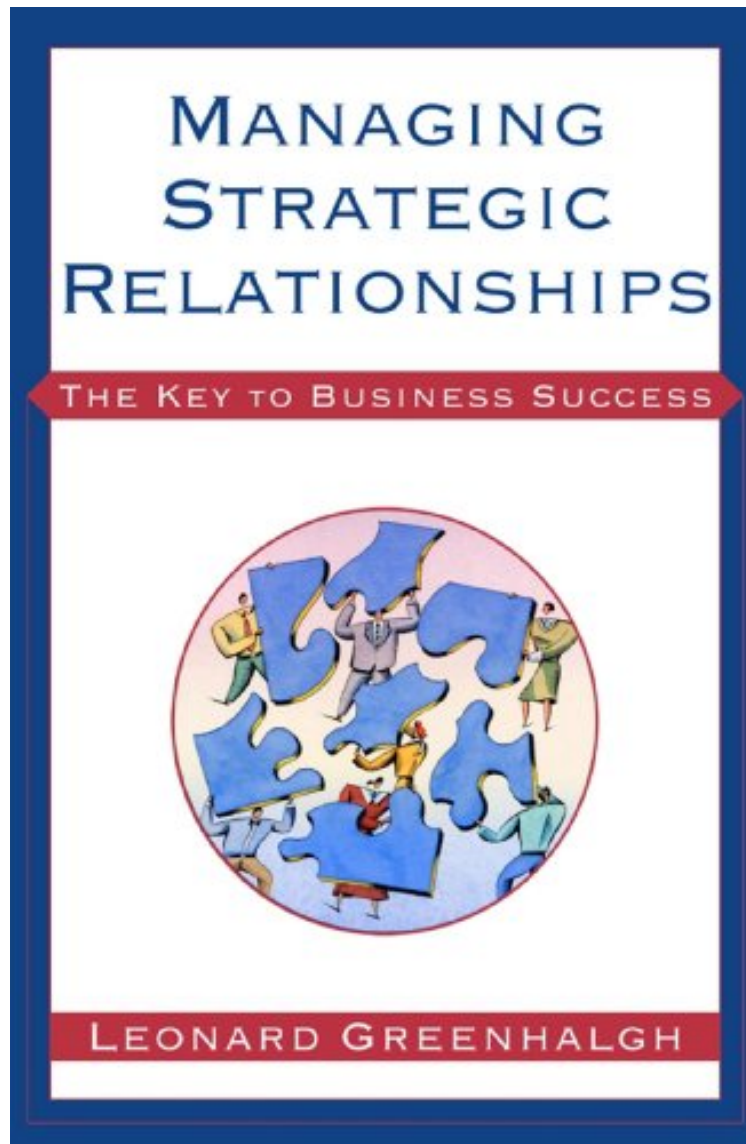


[Read and download] Managing Strategic Relationships: The Key to Business Success

Managing Strategic Relationships: The Key to Business Success

Leonard Greenhalgh

*audiobook / *ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#1231242 in eBooks 2001-08-01 2001-08-01 File Name: B000FC0RK6 | File size: 71.Mb

Leonard Greenhalgh : Managing Strategic Relationships: The Key to Business Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Strategic Relationships: The Key to Business Success:

1 of 2 people found the following review helpful. A Book of Best PracticesBy Eugene M. RoundtreeA great book on managing strategic relationships for win-win outcomes.The teachings in this book have helped me manage several strategic relationships with a very good track record of success.5 of 13 people found the following review helpful. Professor - Harvard Business SchoolBy Max BazermanExcellent book! This book provides an insightful

understanding of the importance of relationships in everything that we do in organizations. It offers a critical, yet helpful, eye on negotiations, strategic alliances, and a variety of other contemporary management topics.

Contrary to the gospel of a century of management thinkers, the primary job of the manager is no longer to plan, organize, direct, or control, asserts management expert Leonard Greenhalgh. Instead, he argues, today's successful managers are primarily negotiators who are judged on their ability to foster, coach, protect, and support collaborative relationships -- and manage conflict -- with peers, workers, bosses, suppliers, customers, regulators, competitors, and stakeholders. In one of the most comprehensive analyses of business relationships ever written, Greenhalgh shows how relationships -- not technology or "know-how" -- are the foundation of the new extended enterprise. In immensely readable prose, he describes how companies have moved beyond adversarial relationships of command-and-control hierarchies to a new communal world in which internal networks of autonomous professionals and external networks of collaborating organizations compete against rival networks. In order to manage, managers must acquire a whole new set of negotiating skills, he argues. Traditional negotiating techniques promoted winning and self-interest, leaving a wake of bitterness and acrimony. Here Greenhalgh introduces for the first time a brilliant concept he calls "Commonwealth," which promotes ongoing relationships and the common interest. Using scores of detailed case studies and examples, he offers a set of cutting-edge tools managers can apply immediately to repair and improve relationships between people at all levels of responsibility, between groups, between organizations themselves, and between personalities involving gender differences. Timely, stimulating, and powerful, *Managing Strategic Relationships* is essential reading for every manager who hopes to succeed in the organization of today.