

The Difference Engine: Achieving Powerful and Sustainable Partnering

Anne Deering, Anne Murphy



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The Difference Engine: Achieving Powerful and Sustainable **Partnering**

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The Difference Engine: Achieving Powerful and Sustainable Partnering Anne Deering, Anne Murphy This text explores the nature of partnering in the 20th century and describes how organizations must adapt their leadership, strategy and communications process if they are to sustain innovative partnerships. The book aims to reveal the secrets of success in business partnering. It identifies six main partnering styles and provides a diagnostic tool which enables organizations to map themselves against these styles and rethink their partnering issues. It also describes the implications of this shift of thinking for the organizations' management process. Emphasis is placed on action rather than analysis and the provision of a way of quantifying and diagnosing intangible relationship issues.



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