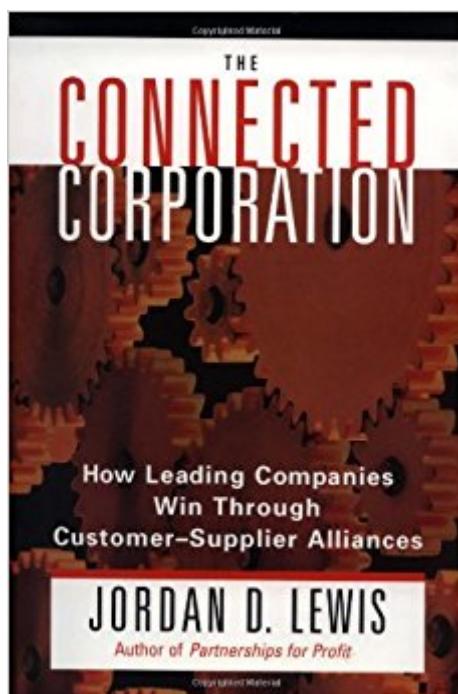


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# Connected Corporation: How Leading Companies Manage Customer-Supplier Alliances



## **Synopsis**

The relationship between a company and its suppliers frequently consists of arms-length haggling over the price of a part or service. Today, customers and suppliers may actually share data, design work and even research and development with a resulting increase in each firm's competitiveness. This book shows how these new customer-supplier alliances - which "The Wall Street Journal" describes as a "revolution" - enable companies to lower costs, raise quality, shrink cycle times, and boost value for customers without added expense. Using interviews with employees, ranging from top executives to purchasing and sales people, this work takes the reader inside the leading-edge companies as it demonstrates, step by step, how customer-supplier alliances can greatly increase any firm's competitiveness, market share and financial strength, regardless of its size or industry.

## **Book Information**

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## **Customer Reviews**

Arthur R. Tauder Executive Vice President, McCann-Erickson Worldwide Here is a mind-opener as to the power of customer-supplier alliance and a practical guide to make productive alliances happen. -- ReviewIt "is a compelling how-to book for companies that want to get close to, but not get burned by, a partner" -- Investor's Business Daily, October 5, 1995 It "meticulously dissects customer-supplier alliances to reveal what makes the best ones tick" -- The Wall Street Journal, September 30, 1996 This readable book provides a realistic road map for forging true alliances -- Business Week, December 11, 1995

Jordan D. Lewis, an international consultant, author, and lecturer, advises many of the world's leading firms and is a well-known expert on strategic alliances. A Fellow of the World Economic Forum, he has been profiled by CNN, "Business Day," Wall Street Journal, Financial Times, and Japan Times. He lives in Washington, D. C.

Author Jordan D. Lewis uses the experiences of four major companies - Motorola, Philips Consumer Electronics Company, Marks & Spencer and Chrysler - to show the benefits of creating an alliance with your suppliers. The book, which is thorough and complete, if a bit long-winded, explains the benefits of such customer-supplier alliances, shows how to get started if you want to form a partnership and spells out how to maintain the relationship. The obligatory tables and figures are conveniently listed right after the table of contents. If you are in a huge rush, you can skip the book and just read the tables, because you will probably get a condensed version of the same information. But we at getAbstract think you'll enjoy reading how these four companies fumbled through the awkward initial stages of customer-supplier alliances and then emerged into trend-setting, money-making success.

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