

《在新经济中协作PARTNERS.COM : How to Profit from the New DNA of Business》

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内容简介

Partnerships are the lifeblood of e-commerce.

But most businesses haven't a clue how to begin setting up innovative alliances such as co-opetition arrangements, affiliate programs, web distribution, event marketing, and websourcing. Help has arrived. Partners.com shows businesses how to forge leading-edge Internet partnerships fast-with competitors, customers, employees, and other businesses. From Amazon's consumer affiliate program to General Motors' sophisticated online distribution model, Cunningham demonstrates how relationships that would have taken years to develop prior to the Internet are now taking days or even hours.

Partners.com pulls back the curtain to reveal the specifics of these new and better ways of doing business. It presents a clear picture of companies, such as eBay, Altra, GoFish, Egghead, VerticalNet, and Yahoo, that are utilizing technology-driven partnerships. As businesses focus on finding profitable strategies, partnerships will not be just one option, but rather the new weapon of choice for succeeding in e-commerce.

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