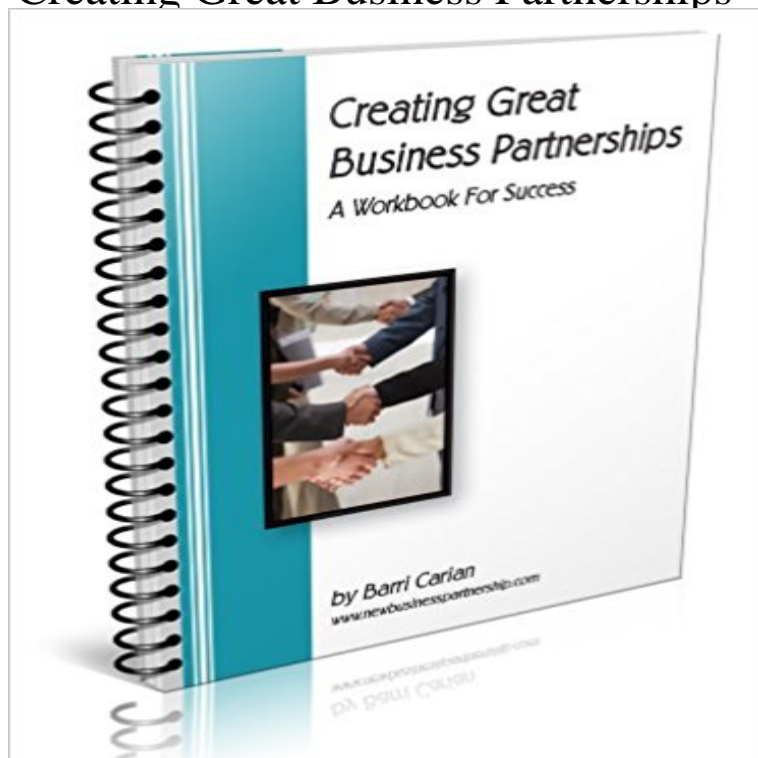


Creating Great Business Partnerships



Did you know that 51% to 67% of business partnerships fail mostly in the first five years? Combining her expertise in the startup world along with her knowledge of Fortune 500 Companies, Barri's process prepares you for what to expect. In her *Creating Great Business Partnerships* workbook, Barri reveals the critical process that you have to go through before and during the development of a partnership, and the planning for after. For the price of less than one hour with an attorney, you will enhance your success in forming a lasting business partnership. Business partnerships, like marriage, will succeed or fail largely on the compatibility of the people involved and the mutual investment of time in the relationship. And while not all partnerships are destined to succeed, some are formed to flourish. Barri's workbook helps you plan for the unknown in order to set strong grounds for a successful partnership; or avoid the agony of a failed one! It has become increasingly difficult to achieve great success in today's complex business environment by forging ahead on your own. Barri Carian, 1999

The workbook takes you and your partner(s) through a strategic process to figure out the answers to critical questions going beyond only the basic questions and superficial answers. While knowing your potential partners' skills and functional expertise is important, it's only the beginning of the selection process. Click here for more information on available packages. Creating great partnerships requires doing your homework up front, asking a myriad of questions, such as:- Reasons Why Partner? - Pitfalls How to Identify Them and Resolve Them? - Courtship How to Do Your Due Diligence? - The Wedding How to Make it Legal? - The Marriage How to Keep it Going? - Reality Can It Really Last Forever? For a quick overview on what to expect, Download Barri's White Paper titled *Great Business Partnerships and How to*

Create Them available at the top of our website. Barris workbook is a must-have, if you are thinking about forming a partnership or a strategic alliance; it is a hands-on, do the work approach to help you do your due diligence and make better choices along with your partner(s). Keep in mind that engaging in the exercises and meetings prescribed in this workbook requires an investment of time and energy. If you elect to pursue this partnership, you will spend years together, so the hours you spend now in preparation for the partnership constitute a small investment with a potentially large payoff saving you pain and difficulty further down the road. P.S. Please note that this is not a legal book. In fact, you will need an attorney to codify the outcomes from this workbook.

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