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Partnership Marketing: How to Grow Your Business and Transform Your Brand Through Smart Collaboration

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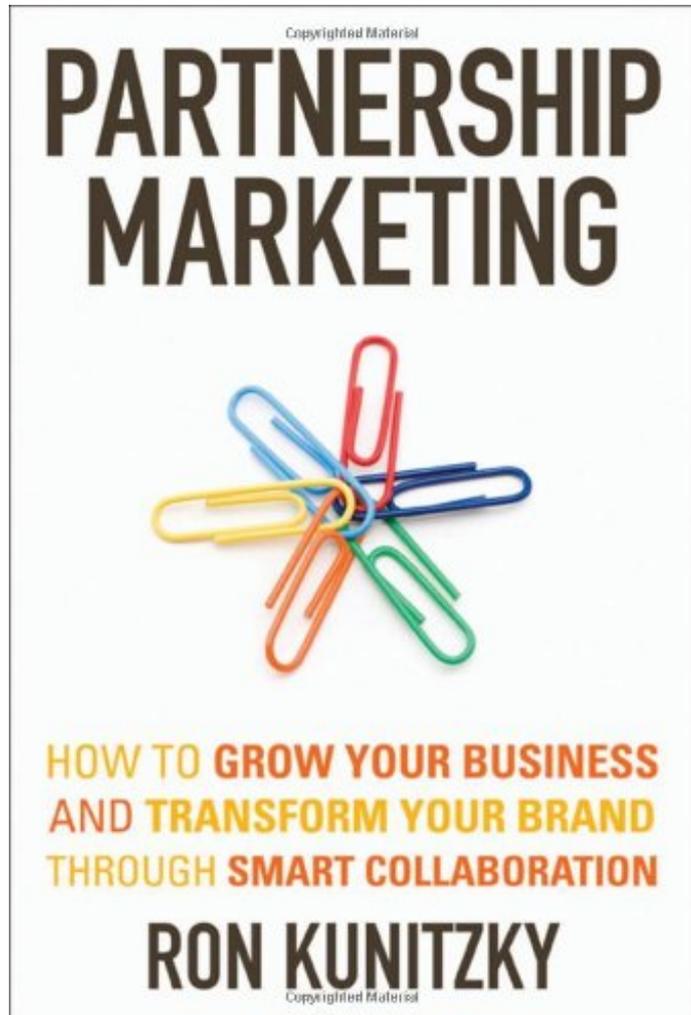
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Google, Microsoft, Apple, Starbucks, and Wal-Mart are "category killers." Why? One key to their astounding success is that they have mastered the art of creating highly attractive partner and customer value propositions....



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Book Summary:

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