



Managing Strategic Relationships: The Key to Business Success

Leonard Greenhalgh

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For every manager and manager-to-be, a comprehensive analysis of business relationships in the twenty-first century - and a vital framework for understanding what successful businesses need to do to excel in the new economy. At a time when companies are becoming more global, the work force more diverse, and the focus on managing products has shifted to providing services, many twentieth-century management principles are rapidly growing obsolete. Antiquated notions of an all-powerful manager directing subordinate workers have been replaced with the preference for decentralised decision making, empowered workers and teamwork. In **MANAGING STRATEGIC RELATIONSHIPS**, Leonard Greenhalgh offers readers the key to business success in the new millennium. To succeed in this new business world, every manager must become a negotiator who is capable of understanding and managing networks of relationships both internally and externally. Based on cutting-edge theory and approach, **MANAGING STRATEGIC RELATIONSHIPS** challenges the existing paradigm, and lays out the key elements for identifying which network relationships are essential for a highly successful business. It is a must-read for managers at all levels who want to succeed and better understand the organisation in which they work.

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