

# Maximize Business Profits Through E-partnerships



The fast expansion of popular Websites reinforces the importance of online strategic alliances through e-partnerships and their business successes. However, many e-business partnerships fail to achieve their goals of partnerships. Written from an international perspective, *Maximize Business Profits Through E-Partnerships* provides a practical, insightful and comprehensive guide for both brick-and-mortar and dot.com companies to address the challenges of building and managing productive e-partnerships to capitalize on business earnings. It provides practical solutions to developing effective e-partnerships through a systematic inquiry into the nature and processes of e-partnering.

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