



# Fastalliances: Power Your E-Business

*Larraine Segil*

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# Fastalliances: Power Your E-Business

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## **Fastalliances: Power Your E-Business** Lorraine Segil

Crucial techniques for business and finance managers making e-business alliances

Alliances and mergers are coming fast and furious for dot.com and Internet-enabled companies-and in fact are a key strategy for any savvy digital business. In this book, Lorraine Segil reveals her proven approach to business development in the Internet world-what Segil has trademarked "fastalliances.com." This is the first book to dissect the unique aspects of e-alliances, from identifying deliverables to providing tools proven to cement swift and decisive relationships in Internet time. Key points are illustrated with both positive and negative examples from companies that include Compaq, Sun, Disney, Go, Kodak, MP3, and Stamps.com. Alliances are a crucial part of any Internet business-both dot.com and brick-and-mortar-and an important topic for business and finance managers whose companies are making use of the Web. The approach, author credentials, and unique message of FastAlliances create a package that has bestseller potential.

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