

Successful alliances

- Strong and simple rationale
 - Everybody should understand easily the underlying logic of the alliance
- Powerful implementation
 - Quick and resolute
- Short-term results
 - Early success
- Careful selection of key people
 - Reliable
 - Qualified
 - At ease with different cultures
 - Able to work in unplanned territories
- Readiness and predesigned procedures to manage change
 - Environment will change
 - People will change
 - Respective interests will change

Source: Jean-Pierre Gut, Alsa Ltd., London, UK (Forum ICNA, November 1998)