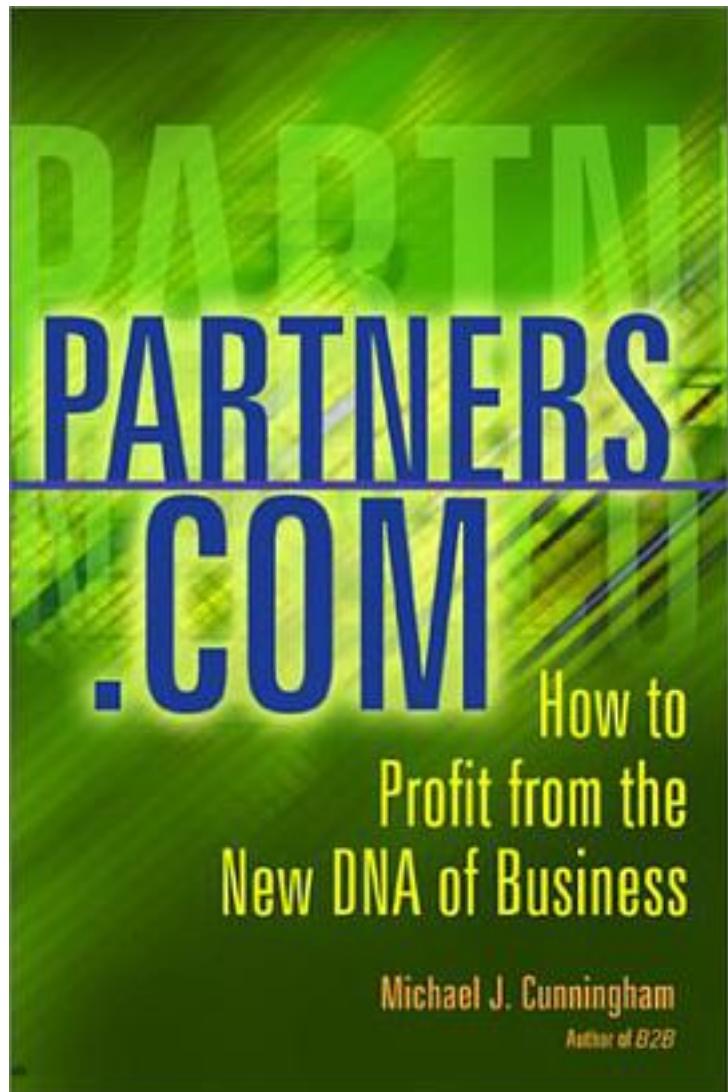


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Partnerships are the lifeblood of e-commerce. Innovative alliances such as private exchanges, self-service partnerships, syndicated e-commerce, affiliate programs, and e-learning forums are today's new competitive advantage. In Partners.com, Michael Cunningham shows businesses how to forge leading-edge Internet partnerships fast--with competitors, customers, suppliers, distributors, employees, and other businesses--and foster an environment that will allow them to flourish. From Amazon's consumer affiliate program to General Motors' state-of-the-art business-to-business mega-hub, COVISINT, Cunningham demonstrates how relationships that would have taken years to develop prior to the Internet are now taking days and hours. As businesses focus on finding profitable strategies, partnerships will not be just one option, they will be the new weapons for succeeding in e-commerce.

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