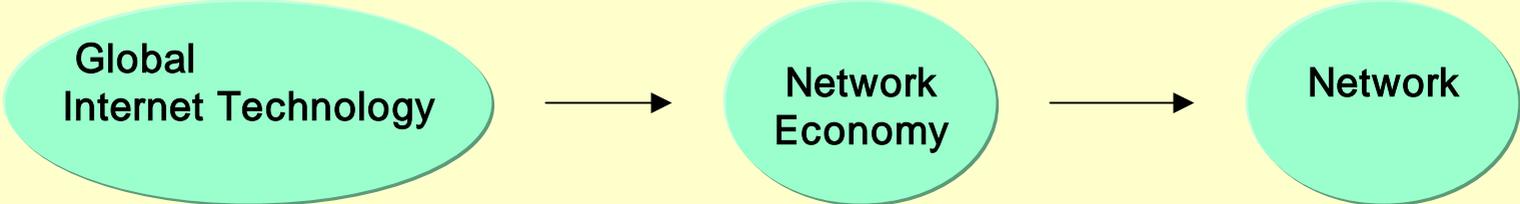


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Network

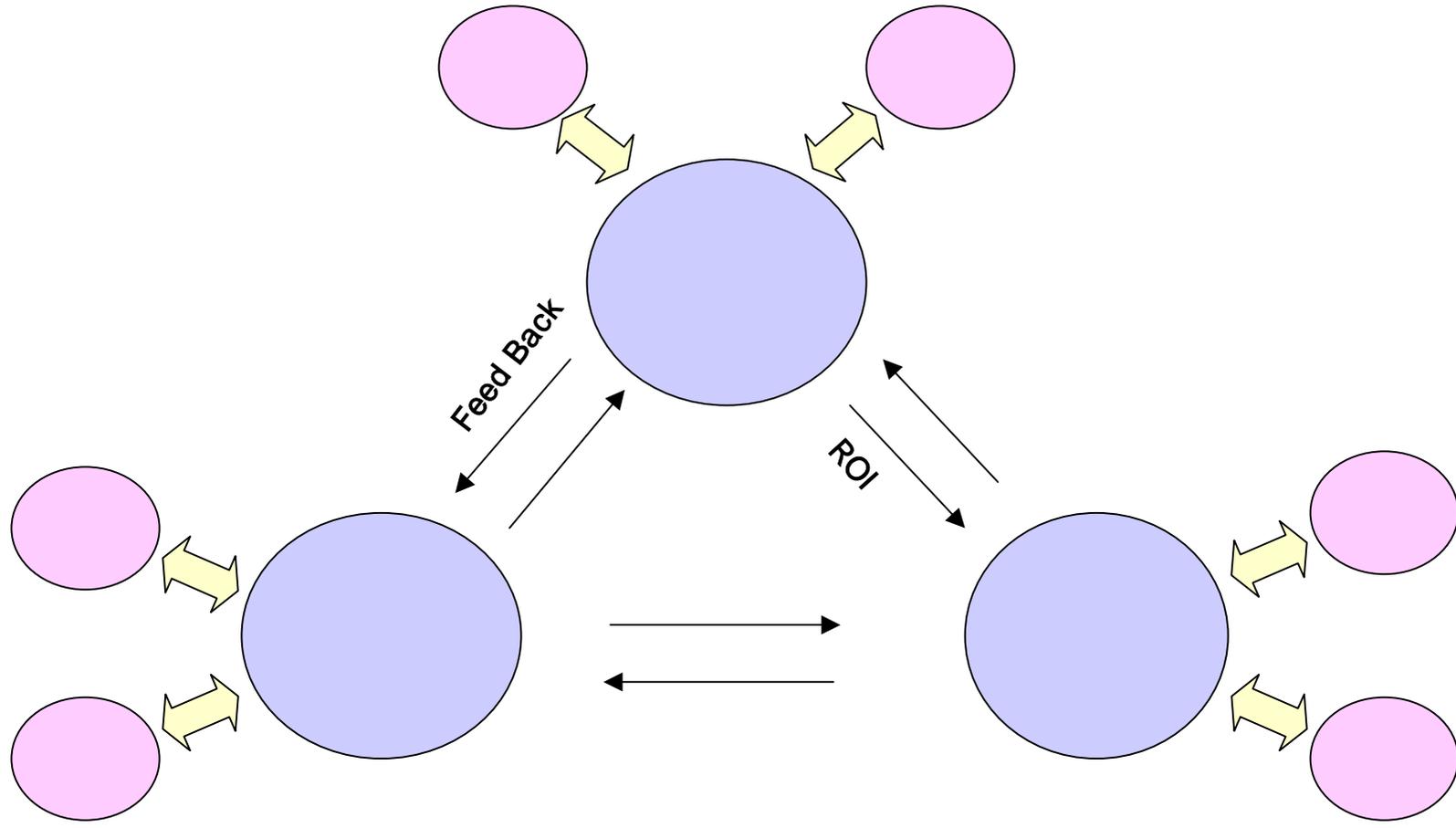


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- High-risk, High-return



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“ The least attractive way to try to win on a global basis is to think you can take on the world by yourself...”

*- Jack Welch, CEO, General Electric*

**Network**

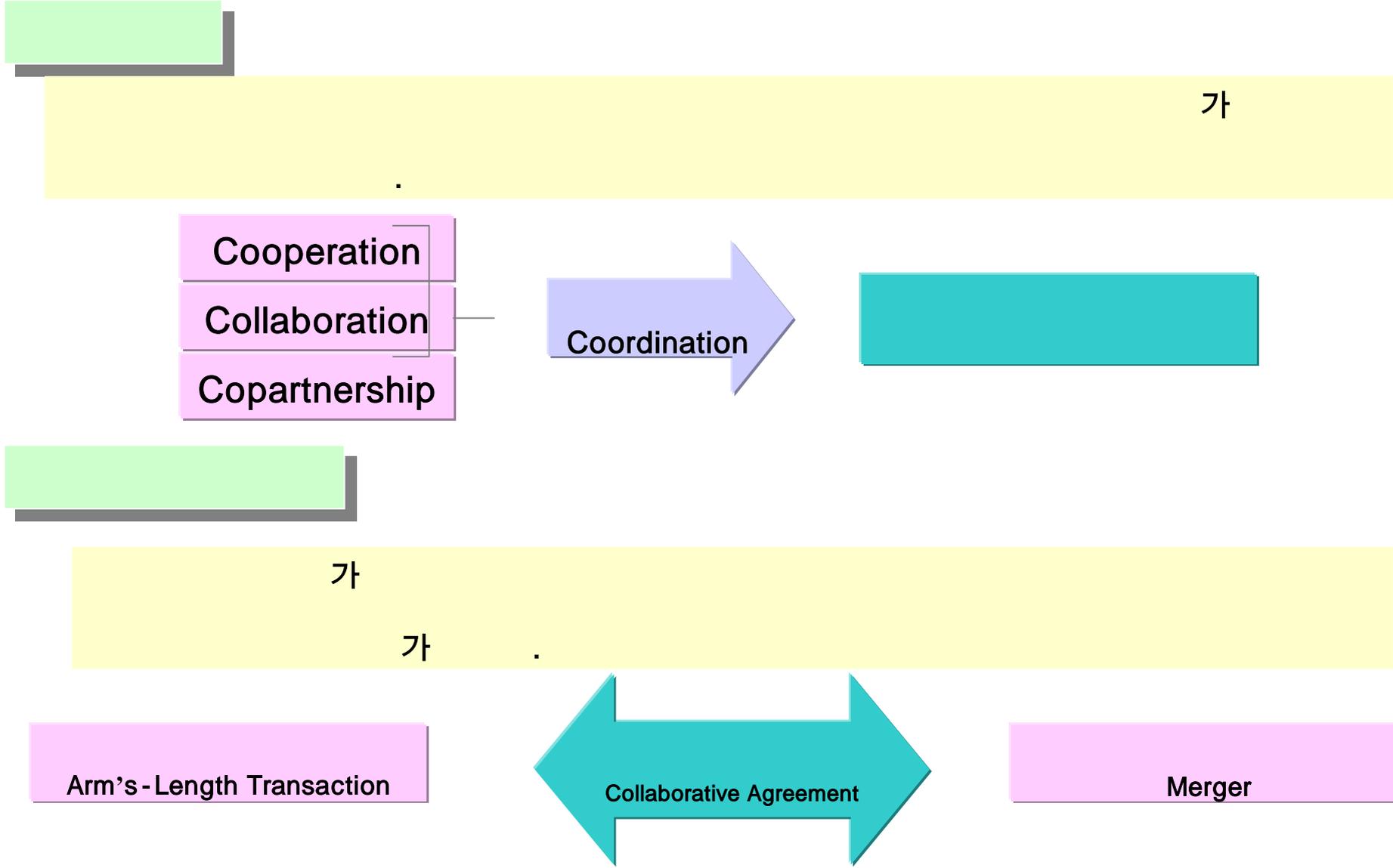
**(Interfirm Links)**

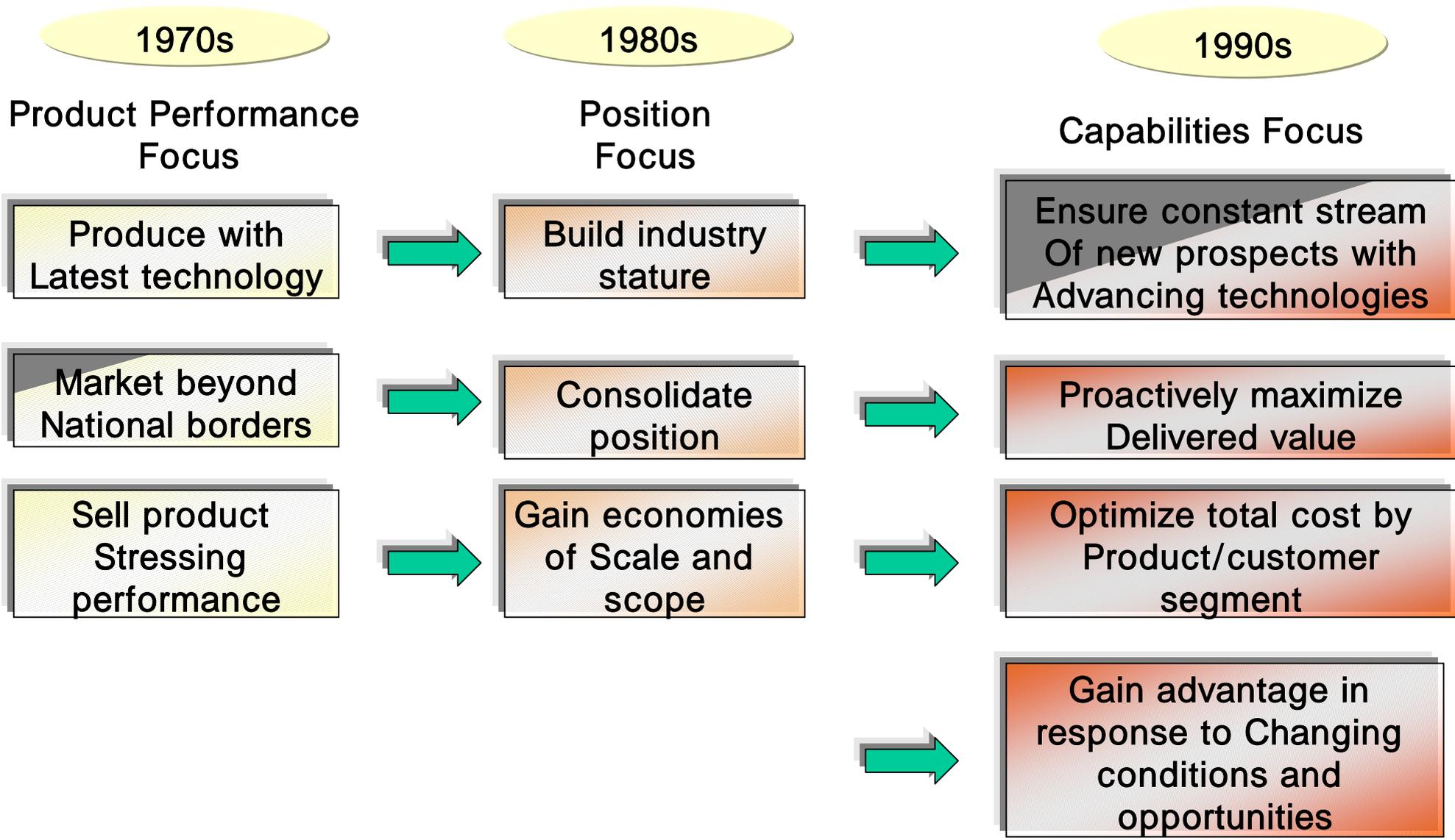
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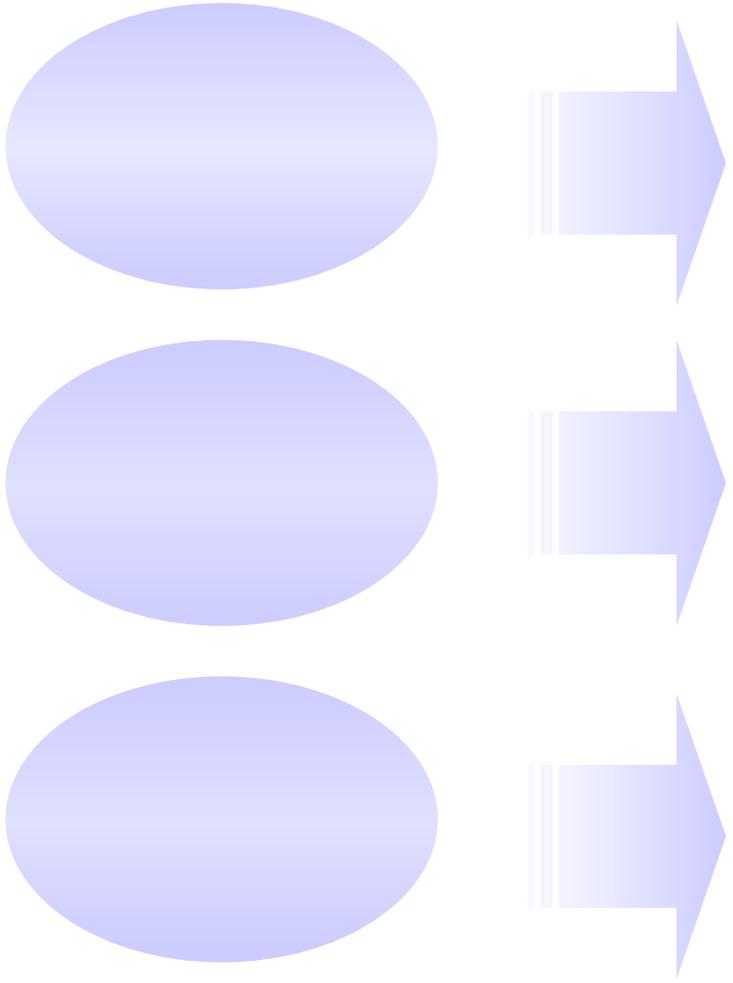
(Interfirm Links)

# Go to Global



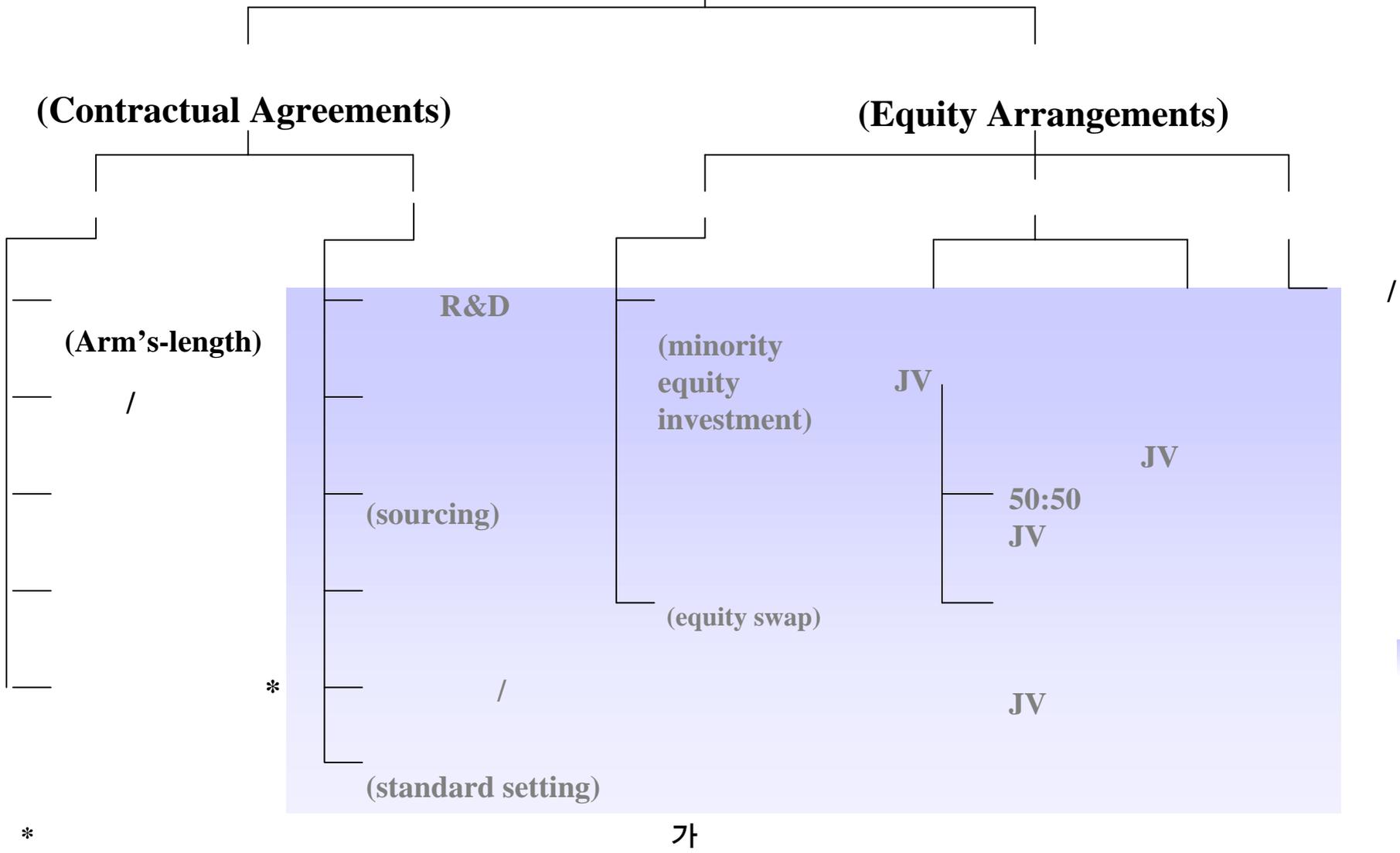


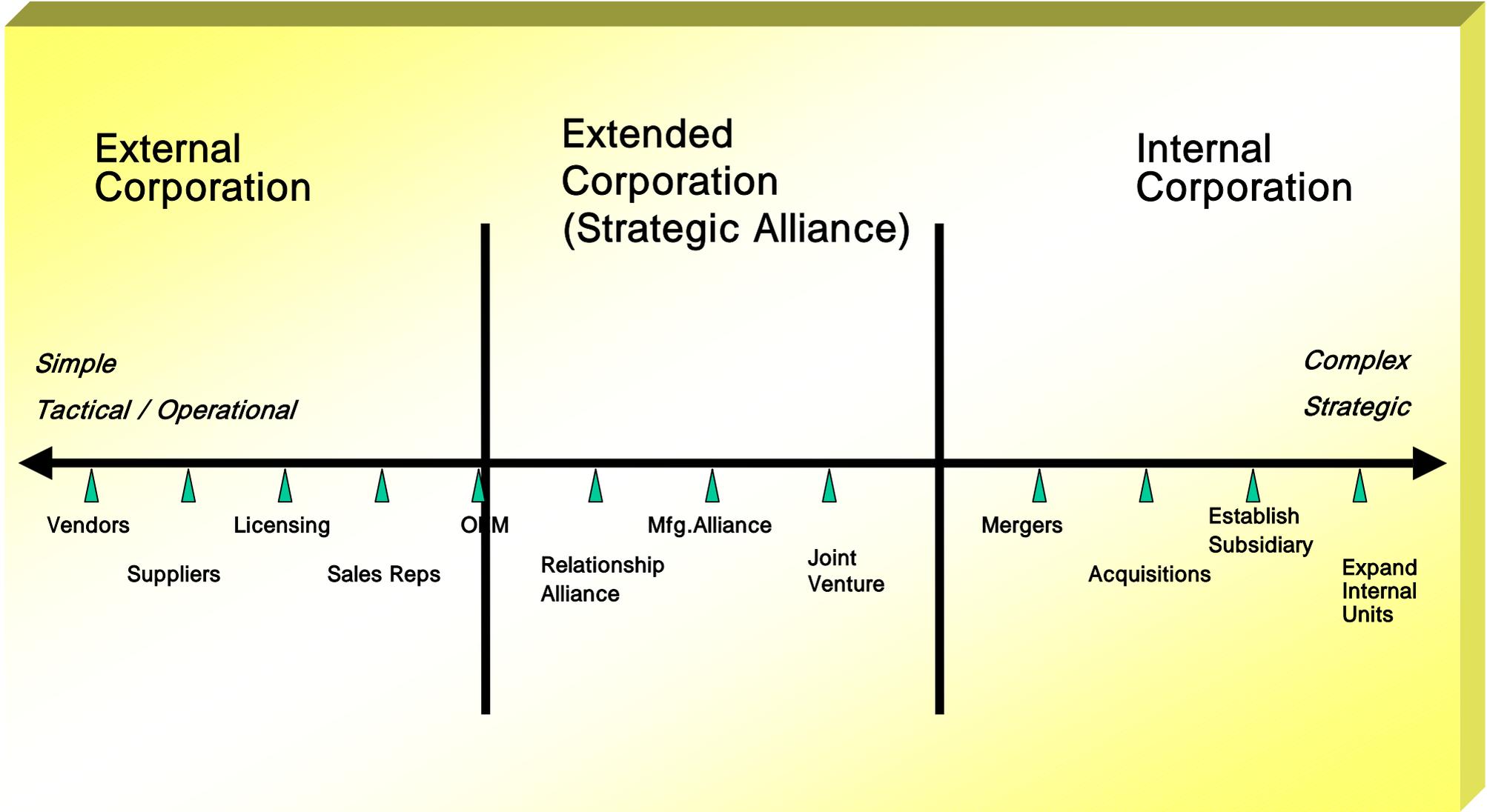
			<input type="checkbox"/> , <input type="checkbox"/> ( )-> 가 .
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# (Interfirm Links)





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Risk sharing

: Boeing, Fuji, Kawasaki, Mitsubishi  
 HDTV : Zenith, AT&T

Economies of scale

,  
 : British Airways, American Airlines

Market segment access

Relationships ,  
 : Wal-Mart retailer Cifra

Technology access

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 : Fujitsu & ICL, IBM & Apple  
 : Toyota, GM  
 Chips : AT&T, NEC

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**Geographic access**

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 : Anheuser-Busch Kirin 3

**Handling of funding constraints**

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 : Boeing, General Dynamics, Lockheed

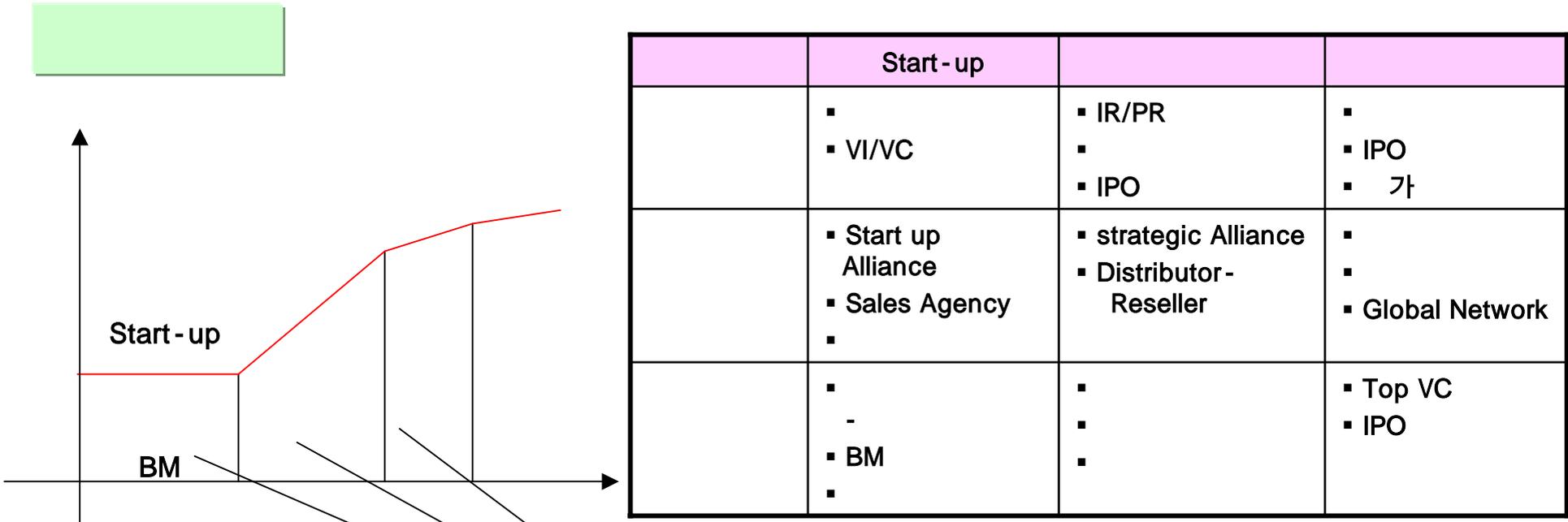
**Skills leverage**

( )  
 : IBM NTT  
 'personal handyphone system'

**Value-added barriers to competition**

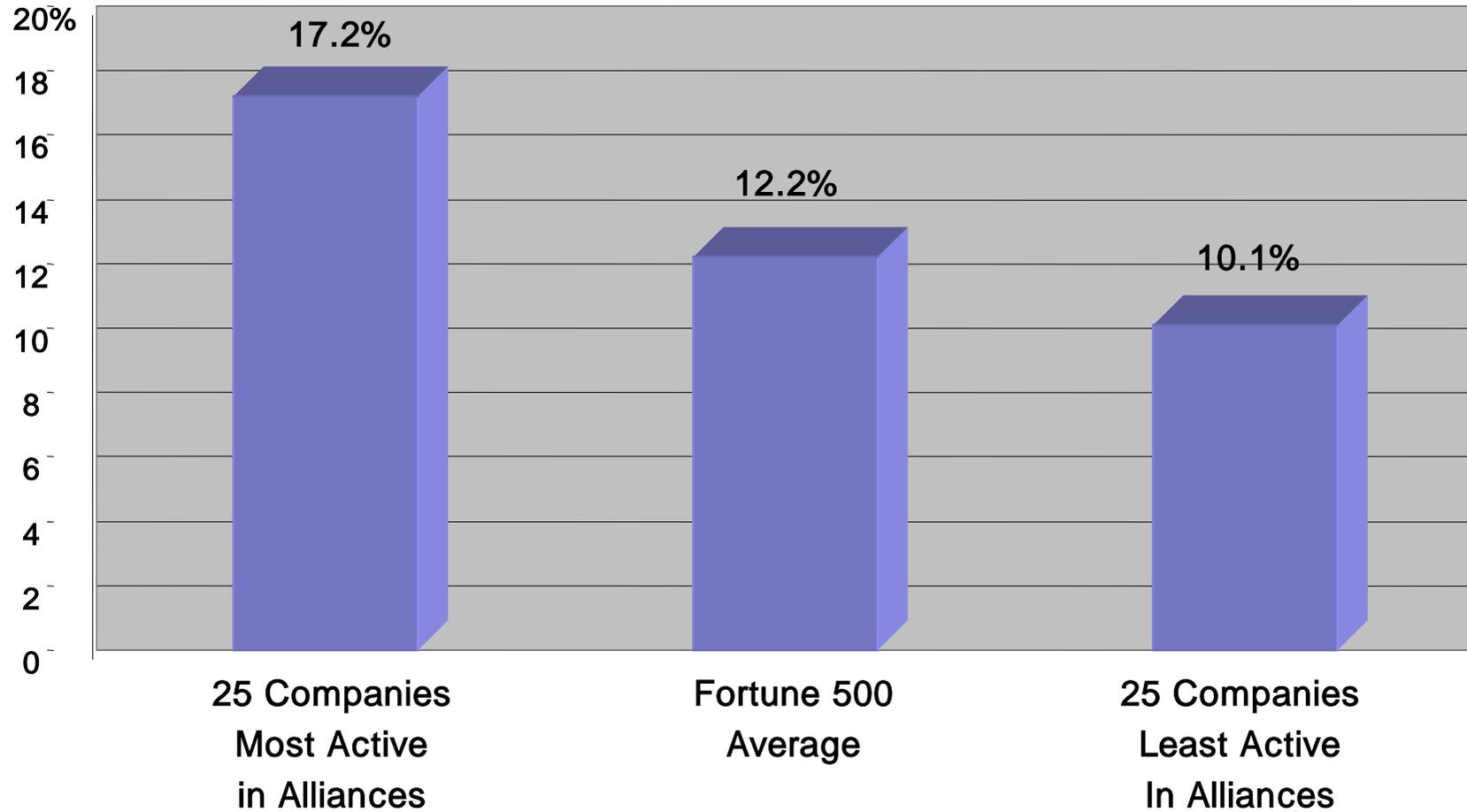
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 : The Washington Post Company the Most Group Newsweek



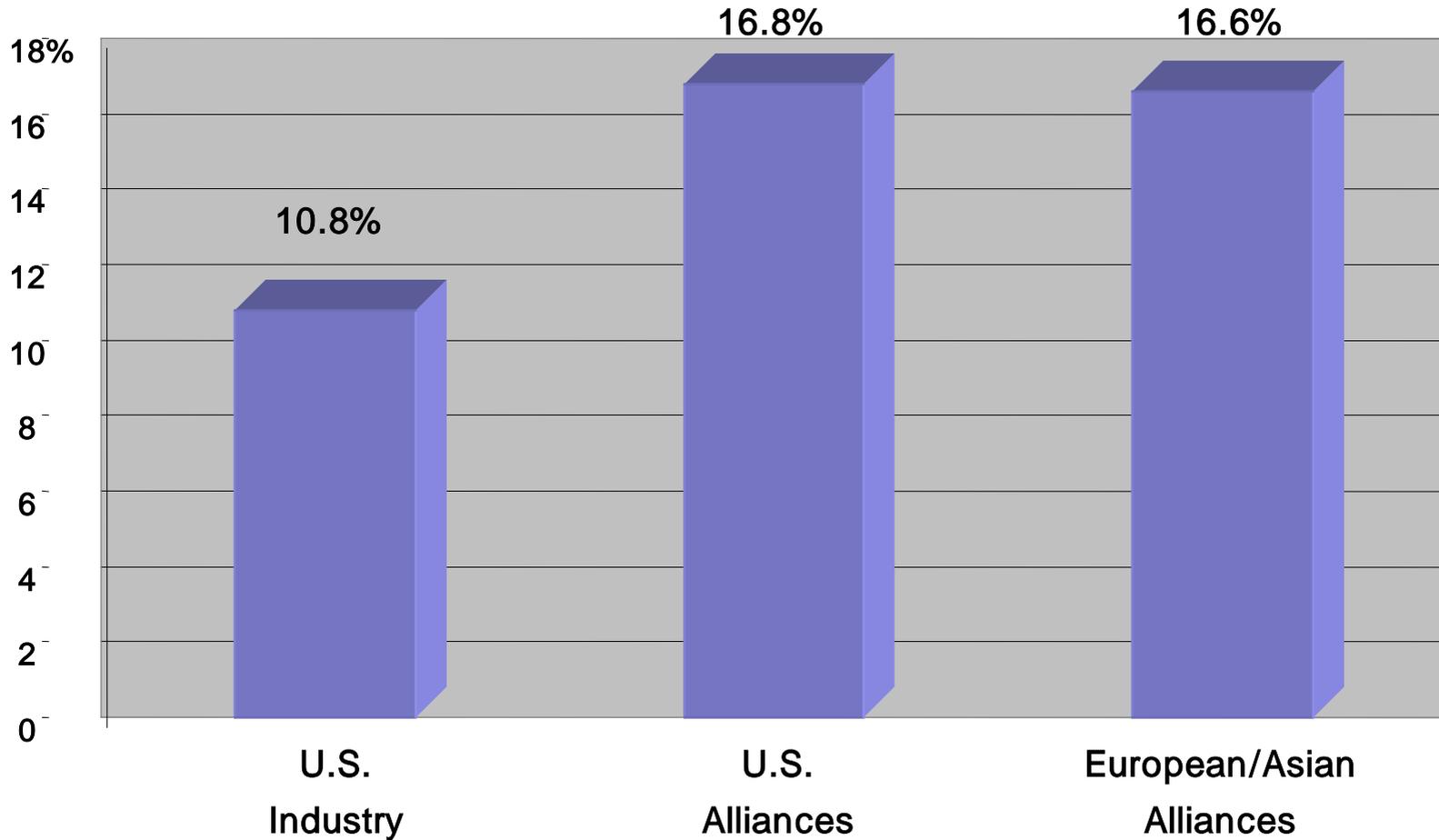


**Globalization**

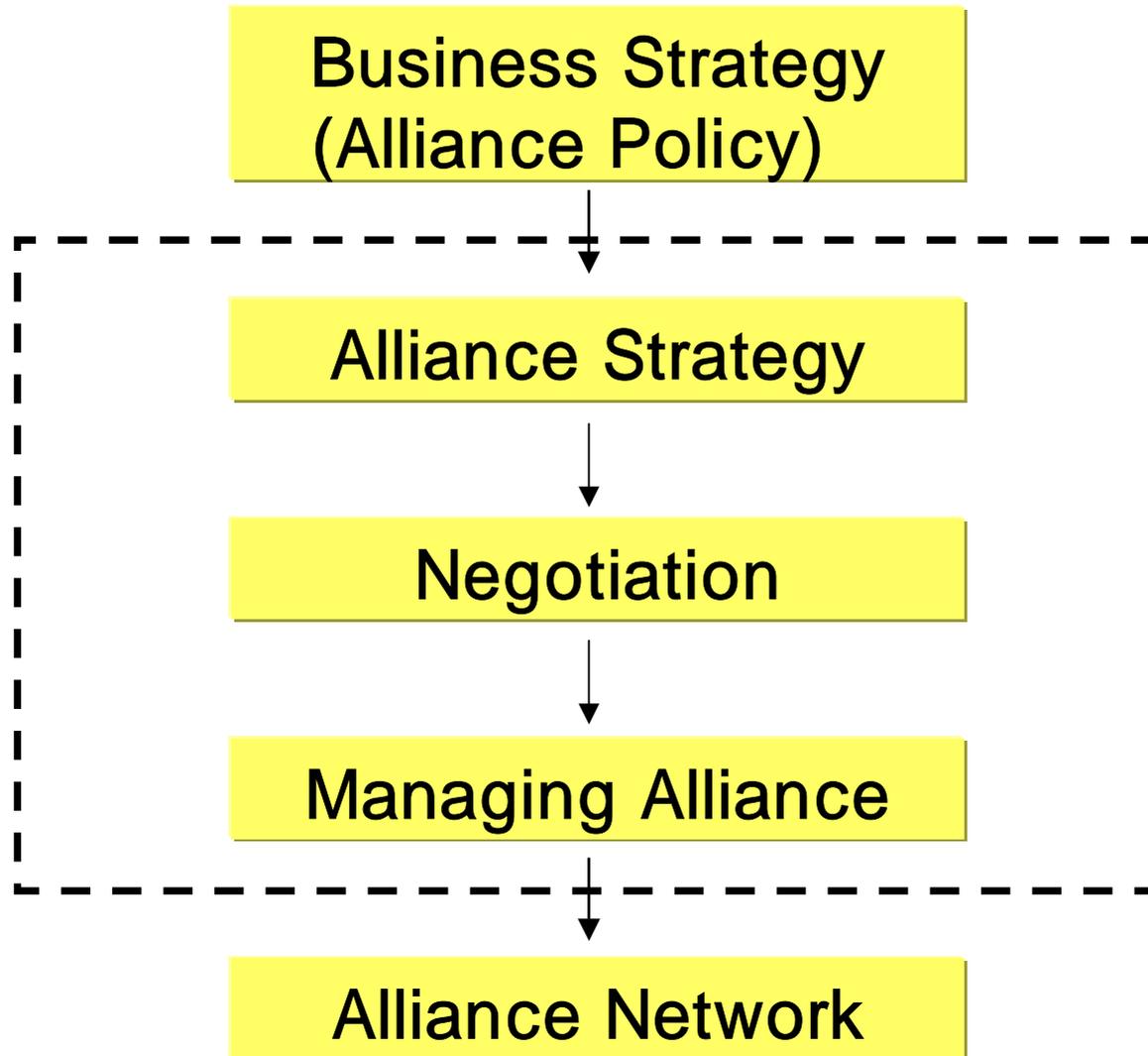
Partnership Model

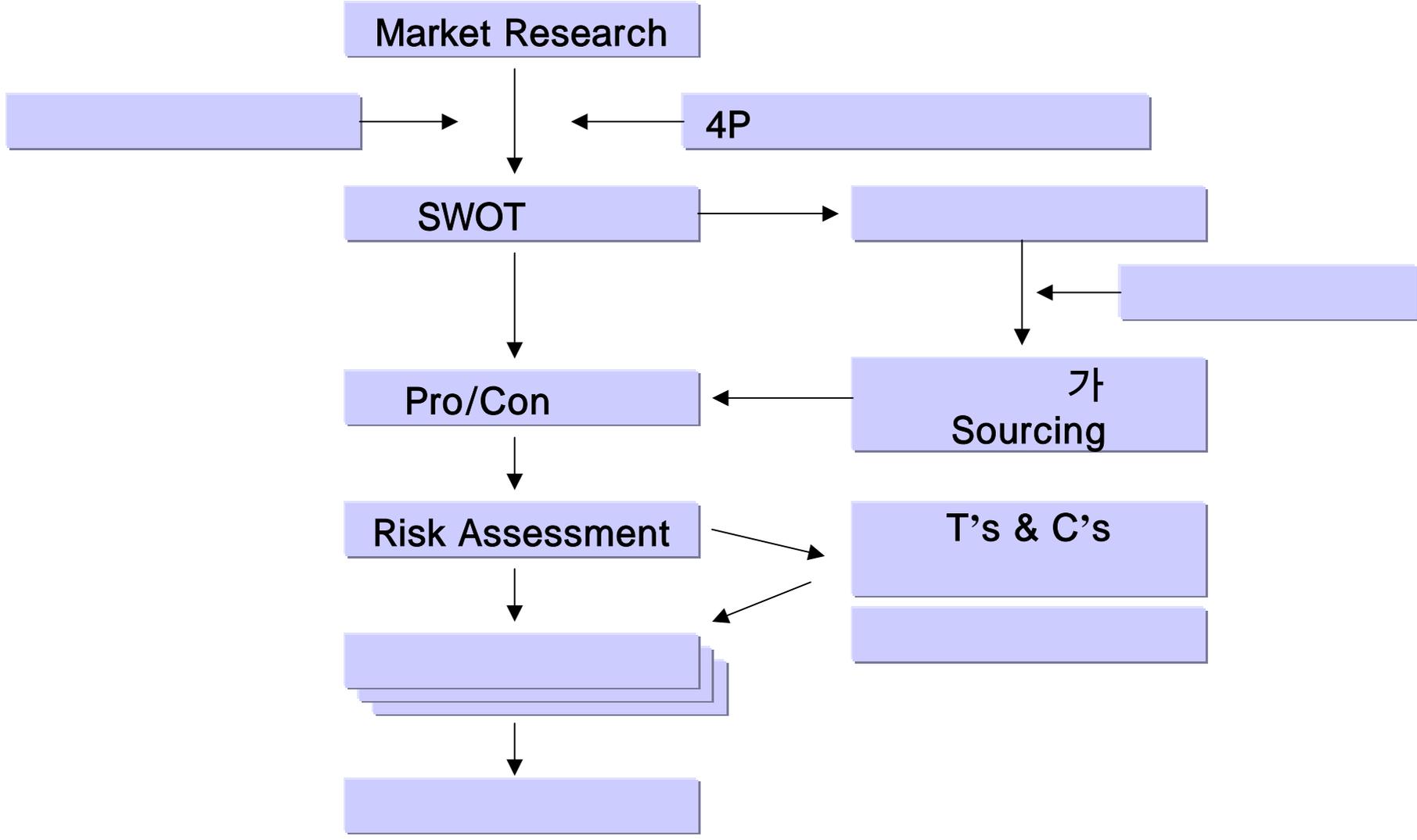


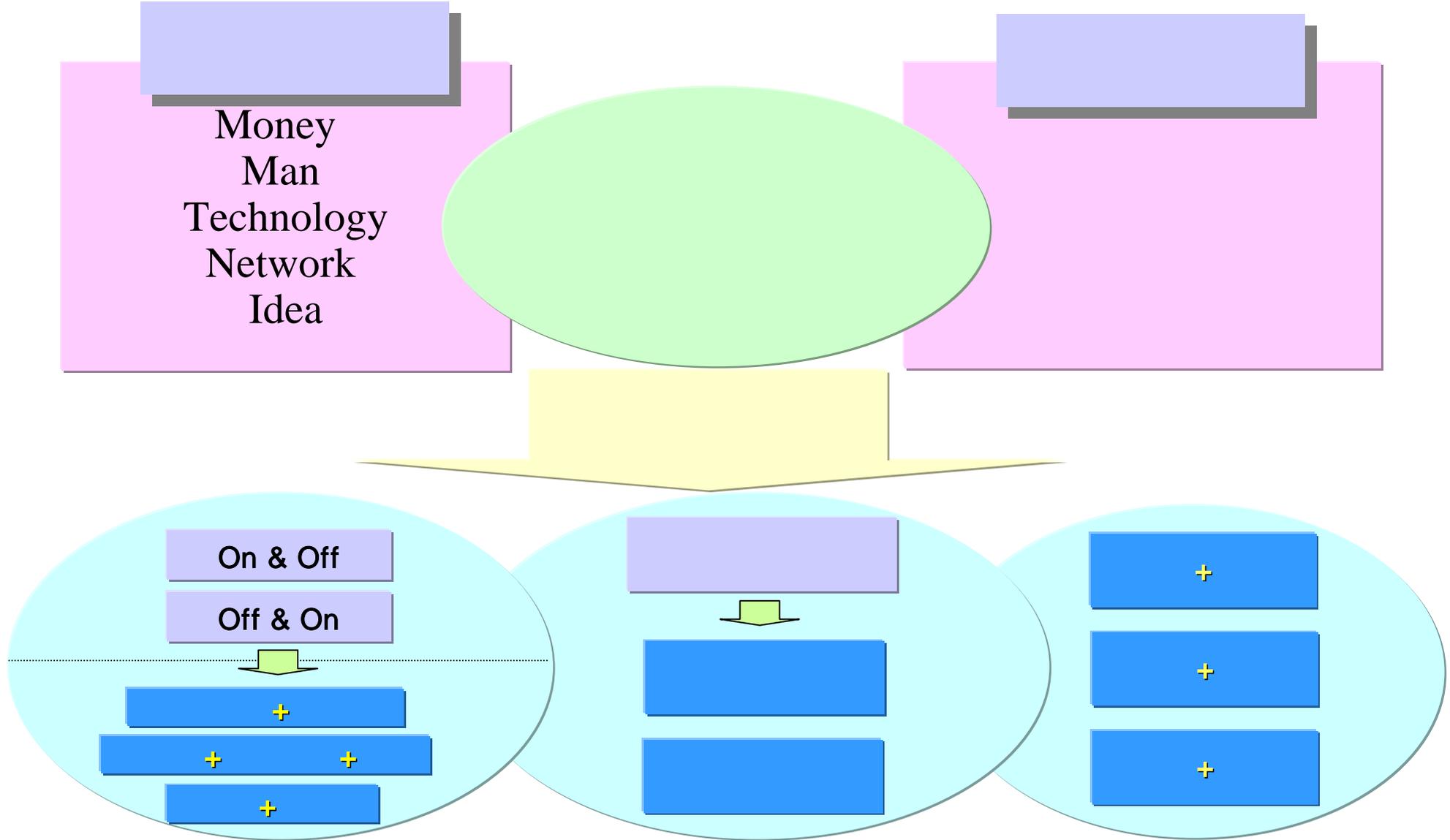
Total Company Return on Equity



Average Return on Investment

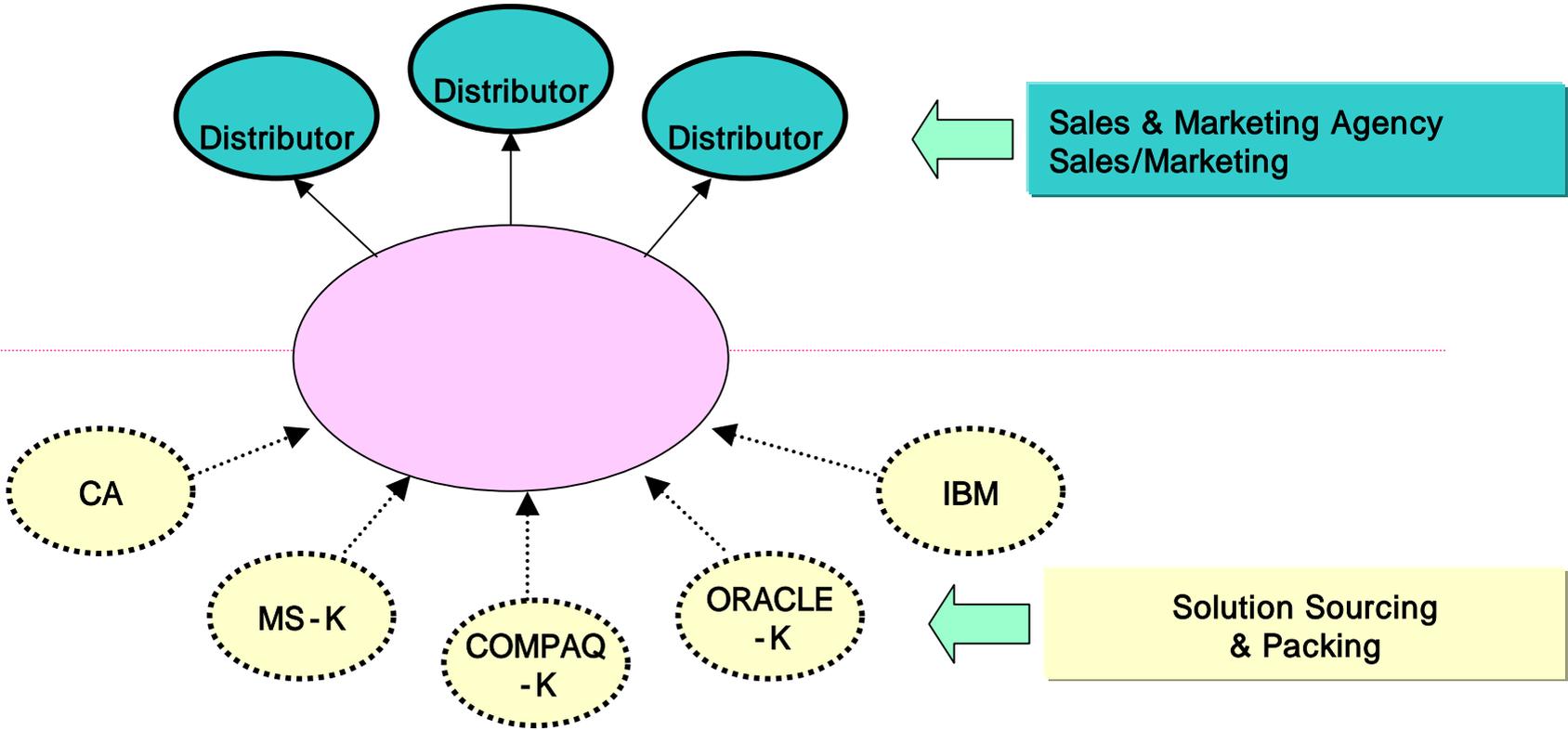






# Venture

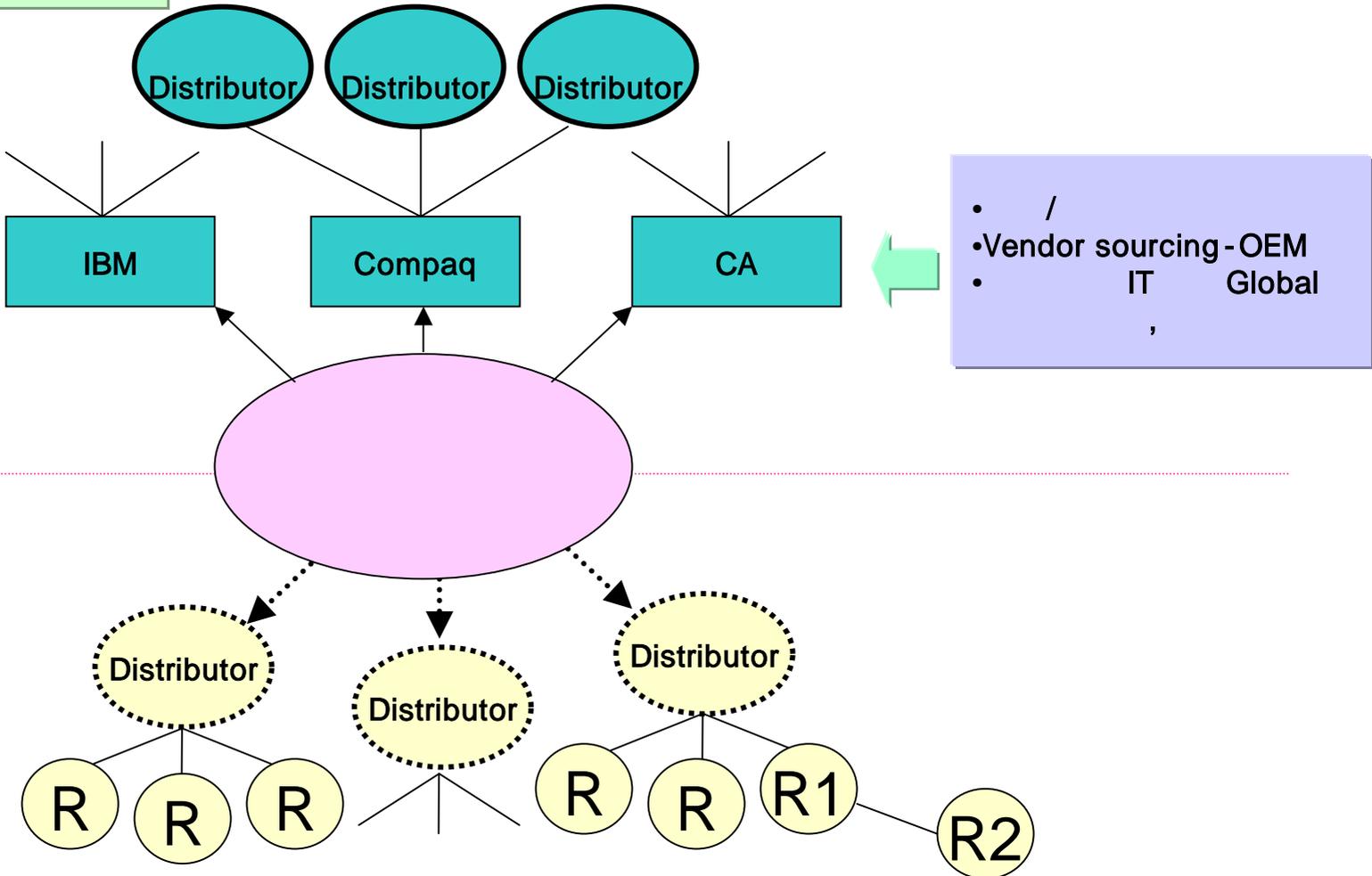
1) Software – ( )



Distributor marketing

Venture

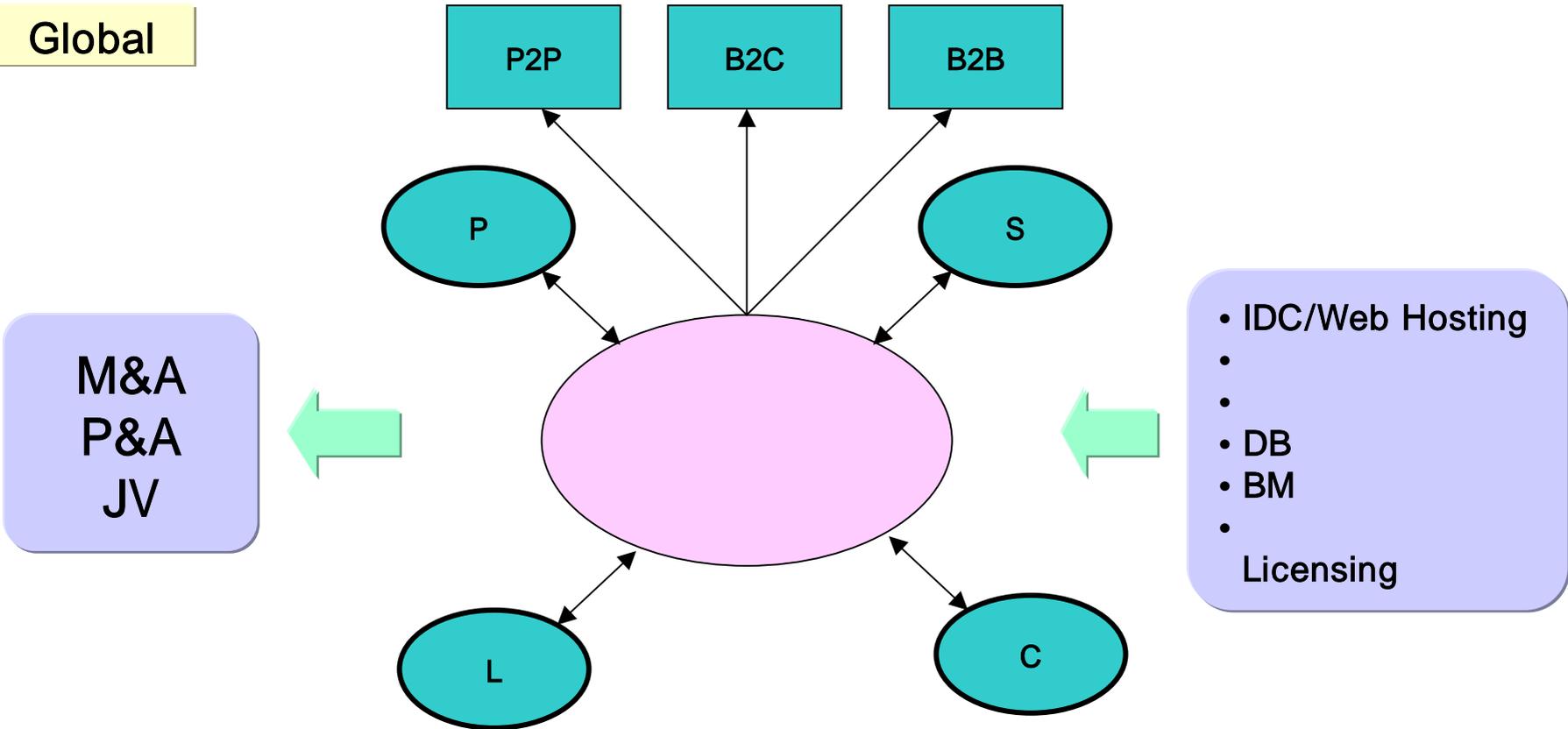
2) Hardware

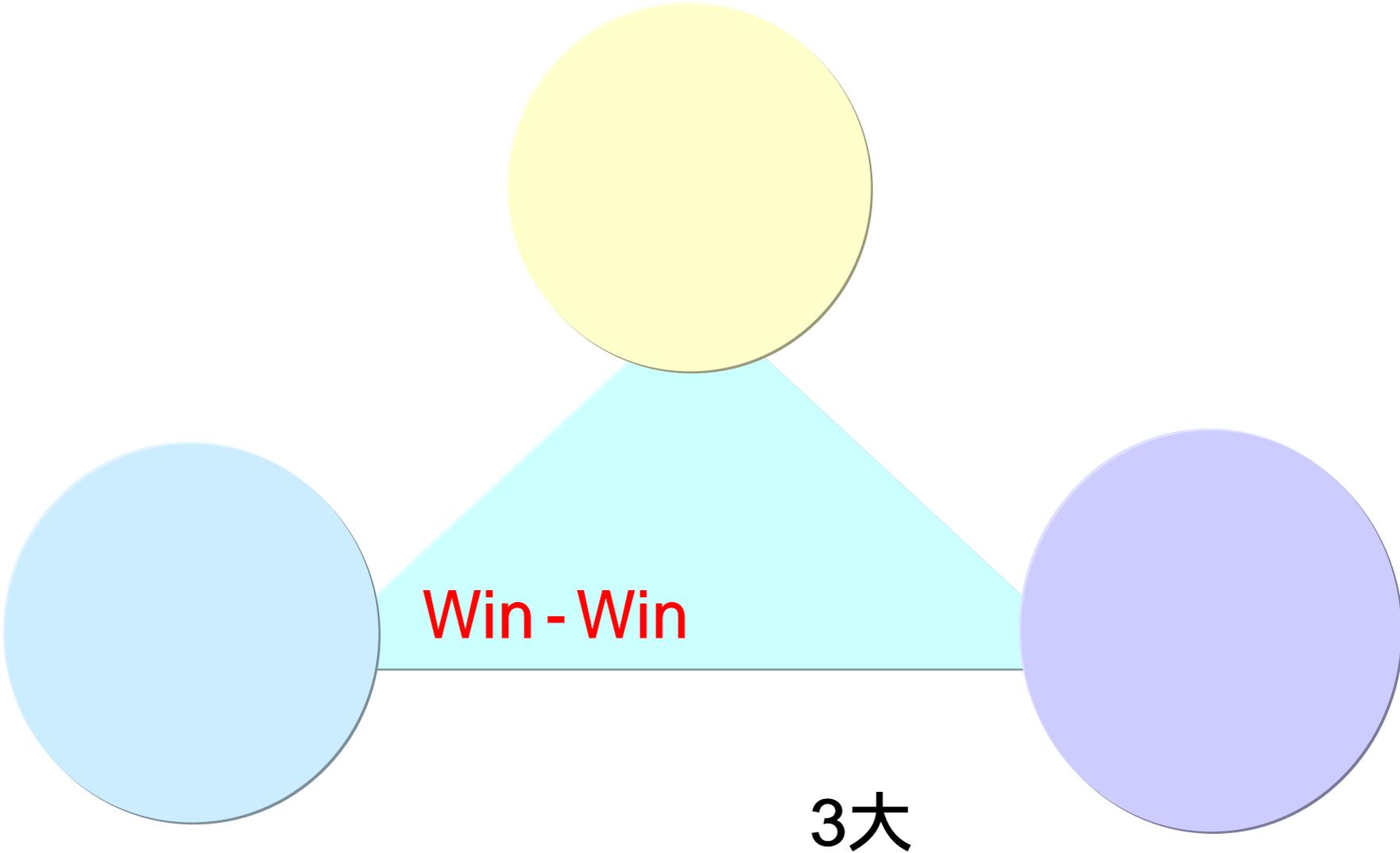


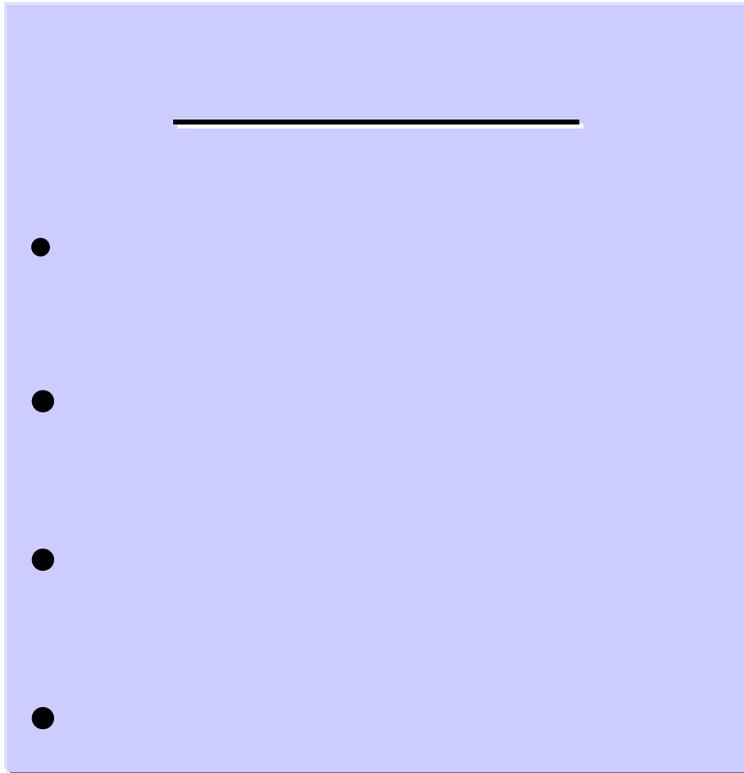
# Venture

3) .com

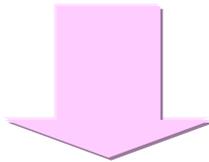
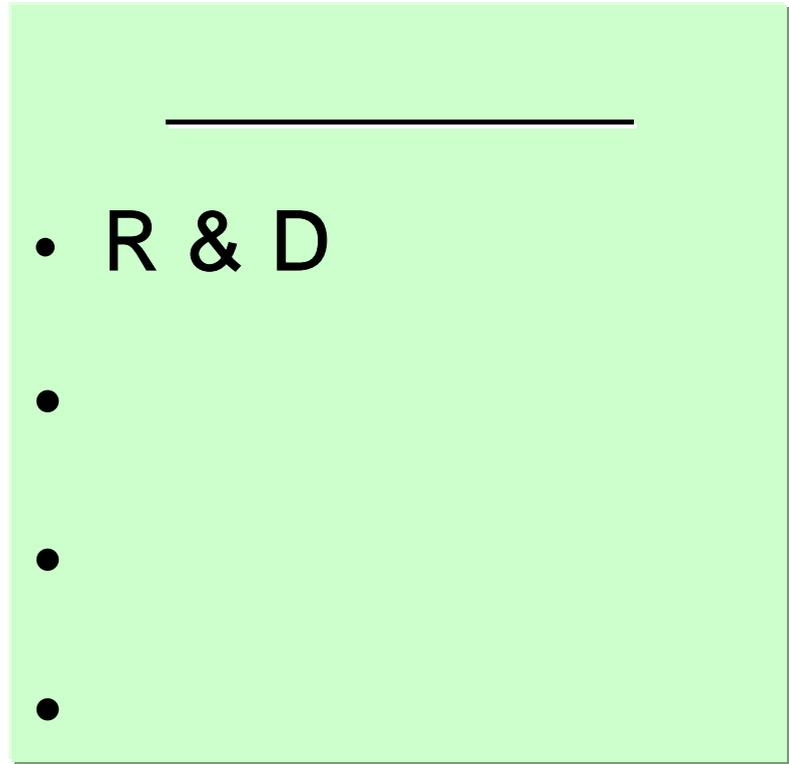
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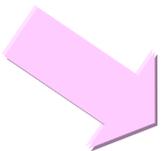
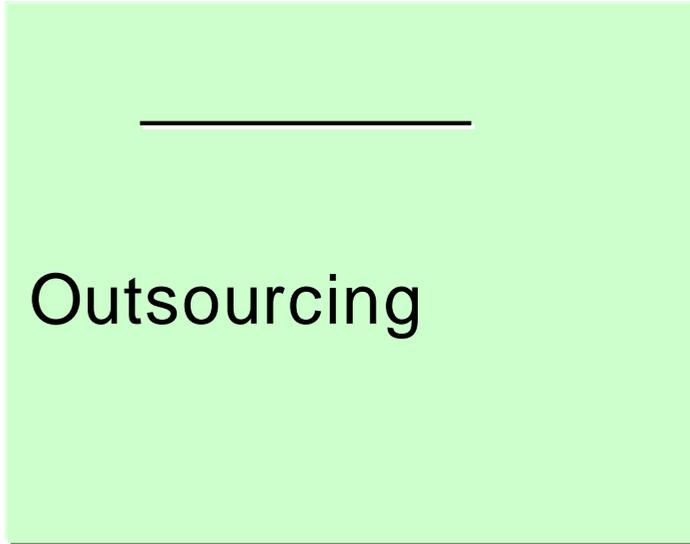
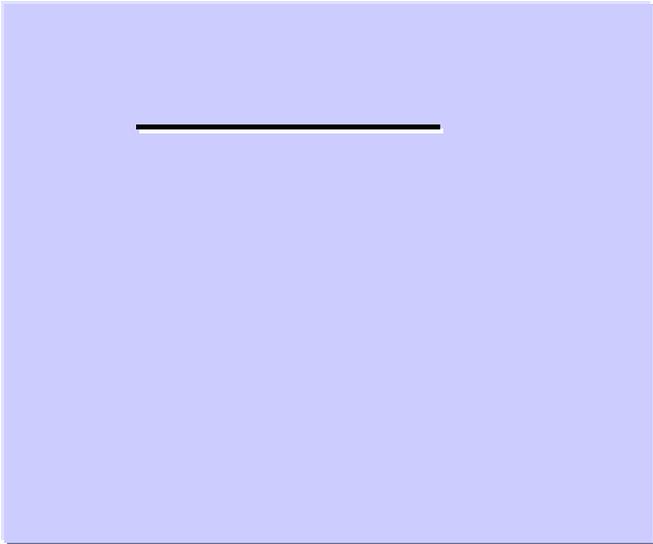


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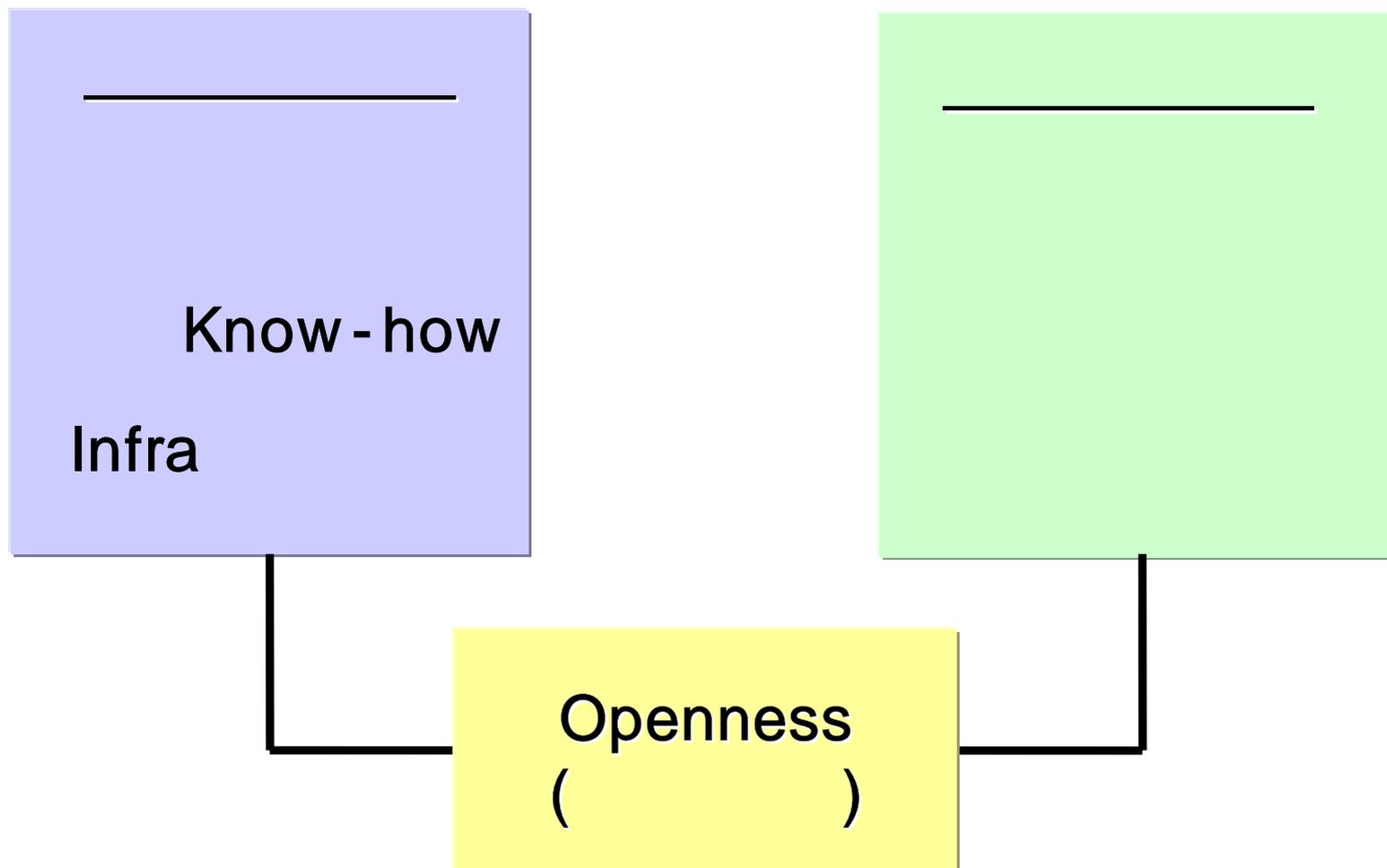
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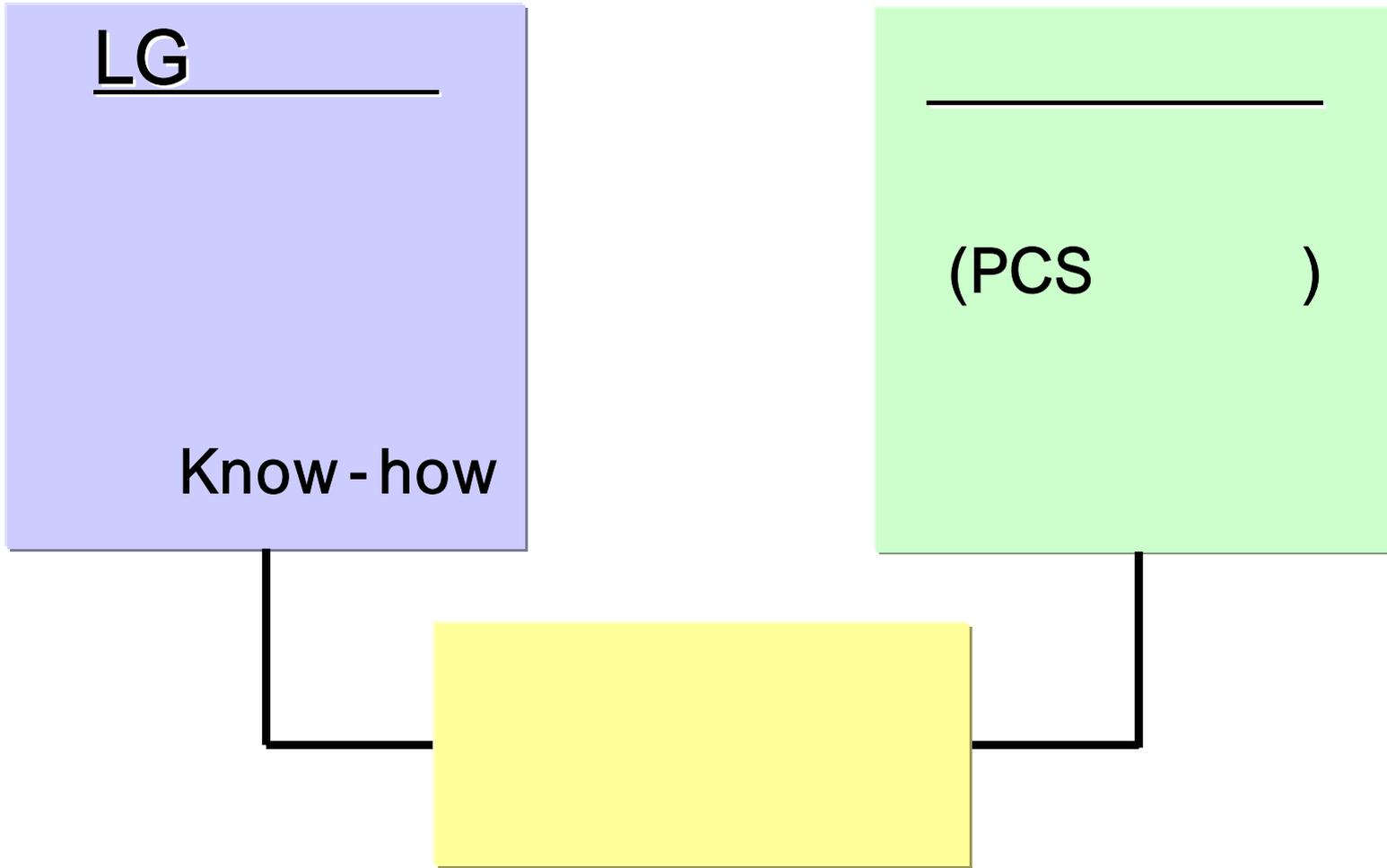
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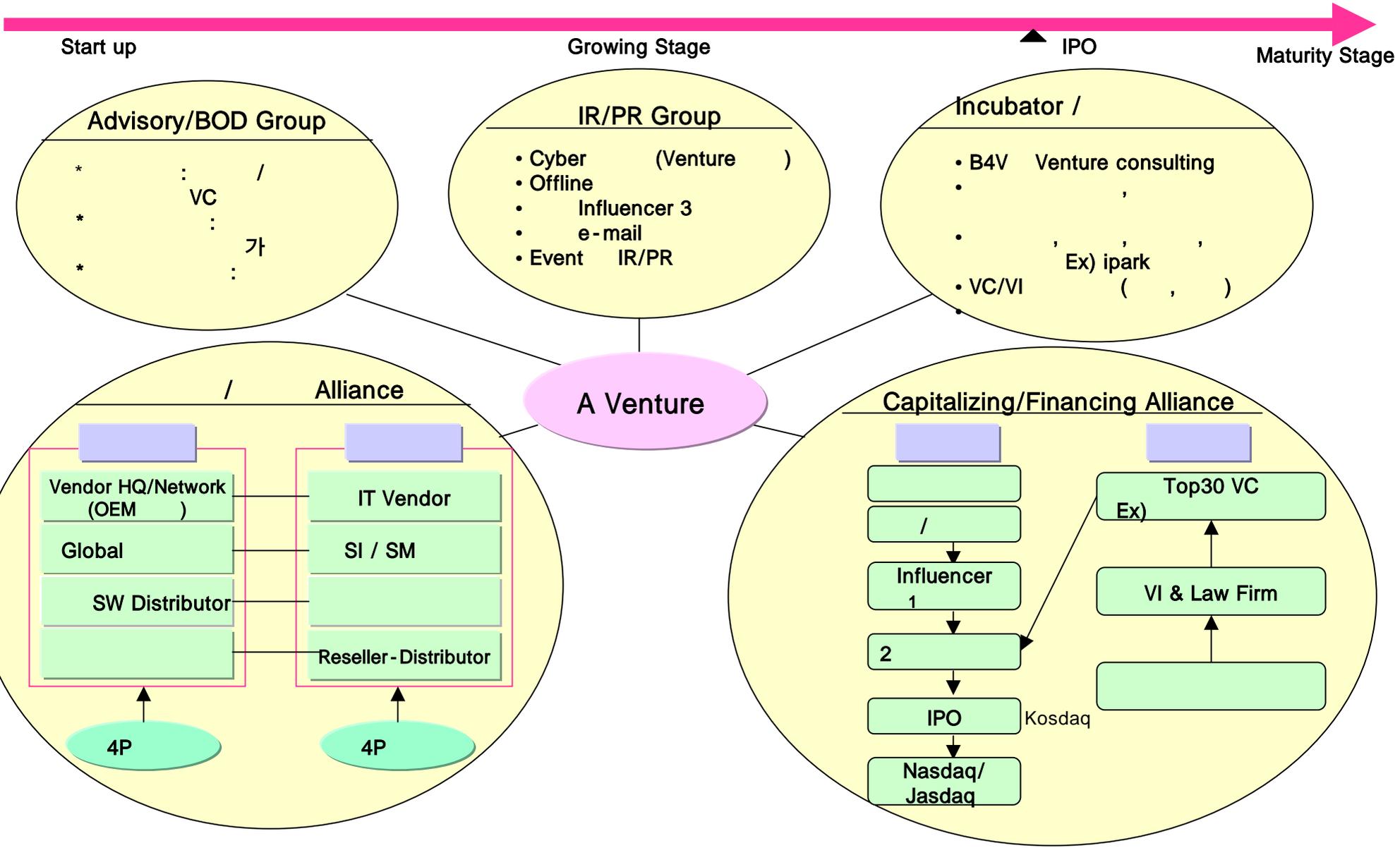
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# Top 10

## (Tips To Building a Solid Business Partnership or Alliance)

1. After choosing one another as potential partners, establish mutual ideas, goals, and philosophies operating in the team you are developing. (가 , , 가 가 )
2. Choose a partner whose strengths complement the limits of the other partner, and vice versa. ( , )
3. Establish the project or core focus of the partnership that is being created. ( , .)
4. Determine the kind of Partnership that will be created. ( .)
5. Develop a sound financial compensation plan for profits received that both partners agree to in a signed document or contract. ( 가 .)
6. Determine what roles each partner will play during the course of the project, defined and clearly documented for future reference.( ( ) .)
7. Create and support the intent to continually place a working plan into action, review the results of the action taken, and making expedient and necessary shifts that will support the health of the partnership over the lifespan of the alliance.( . )
8. If possible get the support of your immediate support system established before entering into partnership.( 가 .)
9. Have planned, regularly schedule meetings on a weekly basis.( 1 .)
10. Set a minimum time period that both partners will agree to a "no exit" clause. ( 가 )

# N-CEO

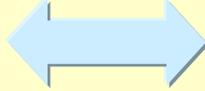
## N-CEO

Network + New

## N-CEO가

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Online



Offline

360° Network