

*Digital Deals: Strategies for Selecting and Structuring Partnerships*

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**A B S T R A C T** .....

*Digital Deals* explains and analyzes the “growth through partnering” successes and challenges of companies like Cisco, Microsoft, Intel, AOL, and others. Combining case studies of these digital leaders with methodology for deal structure and implementation, *Digital Deals* examines what organizations should consider before investing or partnering with other businesses – and identifies the steps required to makes partnerships successful.