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# THE POWER OF TWO: HOW SMART COMPANIES CREATE WIN:WIN CUSTOMER- SUPPLIER PARTN.



Palgrave Macmillan, UK, 2008. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. Available Now. Book Description: draft; : The Power of Two presents the best way for your company to increase its competitive advantage. By forming close collaborative relationships with a small set of customers and/or suppliers you can achieve a significant cost advantage over your competitors, you can increase your market share, achieve significant top line growth, and create competencies that cannot be copied.: The ideas presented...

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- Authored by Cordn, Carlos
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