

Partnering and Deal Making in the Digital Age

GEORGE T. GEIS AND GEORGE S. GEIS

A B S T R A C T

Organizations face an increasing need to start or join a network of alliances and joint ventures. Virtually no one goes to market alone anymore; it's too costly, too risky and too slow. At the same time, the reasons for forming deals are changing. While some partnerships seek to accomplish age-old objectives, many of today's deals are driven by goals that are very different than before, and often in subtle ways. As a result, firms need new methods and information resources to uncover competitors' motives for partnerships, and to clarify and select their own deal rationales.