



SERIES

Collaborative Business Relationship Management

ISO 44001 Practitioner's Workbook

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-- Executive Summary --



Background

The International Standards Organization (ISO-Geneva) issued Standard 44001 to enable organizations to improve collaborative business relationships – both within and between organizations. The standard includes a framework to deploy a “system of collaborative best practices” to strengthen value creation, internal teamwork, trust-building, and external business interaction. (see [What You Need to Know about ISO 44001](#) to learn more)

About the Author & the Workbook

The ISO 44001 Standard for Collaboration is an outgrowth of thirty years of discovery, design, development, implementation, and refinement of strategic alliance architecture and best practices begun by this author. He wrote the first books that initiated the formation of collaborations (*The Practical Guide to Joint Ventures & Corporate Alliances*, J. Wiley 1987 and *Business Alliances Guide – the Hidden Competitive Weapon*, J. Wiley, 1993). The combined sales of these books exceeded 25,000 copies.

In addition, the author wrote the seminal workbook (see [Strategic Alliance Best Practice Guide](#)). It provides detailed implementation advice. Nearly 10,000 of these books were sold through the [Association of Strategic Alliance Professions](#) (founded by the author in 1998).

In the intervening years the author has been devoted to digging deeper into collaborative excellence, and has developed a large body of fully integrated and easy to implement frameworks and practices (see [Publications](#)). Many are breakthroughs, not yet published.

Why this Workbook Will Sell

Currently there are no other implementation workbooks available for the newly minted ISO 44001 Standard. This new workbook is based on a complete upgrade from the previous 2011 edition, incorporating recently added Best Practices, integrating the 44001 Standards, and breakthroughs in Collaborative Excellence included in the companion [Leader's Guide](#).

The workbook will also be richly illustrated (graphics from our many training programs and corporate presentations). In addition, a generic PowerPoint will be made available.

The Market for the Book

Based on the adoption of other ISO Standards, it can be reasonably estimated that the market for this book will be among senior executives and senior managers committed to ISO Certification *and* who desire achieving significant increases in competitive advantage.

Sales potential over the course of the next ten years should be well in excess of 100,000.

Current Status

The Practitioner's Workbook is currently in advanced development. A complete draft is scheduled for early September, 2017. Being first to market is a great advantage for achieving high market share.