



Collaboration Economy: Eliminate the Competition by Creating Partnership Opportunities

John Spencer Ellis, Topher Morrison

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The information age is over. For you to become successful in today's economy, you have to build powerful, mutually beneficial relationships with the right people, who have the right skills and can properly complement your strengths. If you already had all the skills, connections, resources, financial backing and technology you needed to reach the top, you'd already be there. Today's world moves fast. One person cannot possibly be an expert---or even stay informed---about all there is to know. The concepts, strategies and tactics detailed can be applied to home-based businesses, start-ups, and storefronts (both traditional brick and mortar and online). *The Collaboration Economy* clearly explains how to identify your strengths, acknowledge your weaknesses, and find the perfect match to make your dreams a reality in record time.



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