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# Progressive Partnerships: The Future Of Business



## Synopsis

"Whatever size your business is, getting the right strategic business partnerships in place is fundamental to success. Callum has been creating partnerships for decades and in this book breaks down how anyone can follow his steps to partnership success." - Jean-Michel Wu, Chief Talent Officer at McCann WorldGroup APAC"Callum has pulled back the curtains on the mystery of creating successful partnership in his book, Progressive Partnerships - The Future of Business. Simple frameworks coupled with actionable steps show how every business person can be a small giant in their space of expertise by leveraging on other people's resources. A definite must read book." - Cheryl Liew-Chng, Creator of The 24-Hour Woman, a media and training and development firm for Women Professionals and Entrepreneurs. [www.The24HourWoman.com](http://www.The24HourWoman.com)Callum Laing has been starting, building and buying businesses for 20 years. He is a partner in the Private Equity company Unity Group, co-founder and non-exec director of The Marketing Group PLC and is the CEO of Entrevu Asia. He is based in Singapore with his family.

## Book Information

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## Customer Reviews

PROGRESSIVE PARTNERSHIPS: THE FUTURE OF BUSINESS â “take the time to absorb it all! It is 138 pages of WOW! It is an opportunity to rethink about developing partnerships. I downloaded this Kindle version of PROGRESSIVE PARTNERSHIPS: THE FUTURE OF to be able to help me understand partnerships and how there are different ways of dealing with the people you work with. This book has some great strategies to scale your partnerships to make them sustainable. This book would be beneficial to you no matter the size of your business or what level you are at. The author Callum Laing, is an expert in the Asian business world and his understanding of the process is very evident in what he teaches us. And he teaches us easily â “ tips that work and ways to incorporate them into our workings with others. By making positive relationships we help to grow and progress and ultimately enjoy more success and more positive relationships. We can take it to the next level with all our business strategies. In a step-by-step format, he guides us toward the ultimate goal of partnership! Brilliant!! highly recommend this to everyone! Note: I received this product for free in exchange for a truly honest and unbiased review. All opinions are mine and mine only and I was not influenced in any way to give an unbiased review that may falsely represent and showcase the productâ™s true potential. I was not paid to say anything that I stated in the review statement above.

This was a very insightful book. It really makes you think about how you are handling your business relationships and are they working for you. By working for you I mean are they actually doing work on your behalf or that benefits you. It makes you think about building more positive relationships. Partnerships to grow your business that allow you to take on opportunities where you may not always have the knowledge or capabilities but you can utilize the knowledge and capabilities of others. It also teaches you about the strength in delegation of responsibility while still making profit for yourself and building more partnerships and relationships. Each relationship/partnership is a building block to another one which can lead you to another opportunity where you can utilize a partnership from possibly another relationship to grow that relationship for yourself. Very interesting book. Definitely skills I need to adapt for myself. I received this book in exchange for my honest review. I have no affiliation with the writer.

This book came along at the right moment. I am at a fork in the road and was trying to decide the best way to not only start but to grow my business with limited start-up. I am not crazy about the thought of inviting strangers into my business but this book really opened my eyes to the positive outcome strategic partnerships can make. Bringing someone onboard with more knowledge and a

different skill set is like having a proof reader for a manuscript. This book has definitely got me thinking out of the box and I am no longer fearful of the dreaded "P" word of business-- partnership. I will reread this as I take steps closer to my goals. It's a great resource for anyone starting or owning an existing business that needs an extra push! I received this book at a discount for my honest unbiased opinion but that in no way influenced my review. This is not a crime thriller it is meant to be informative educational yet included tidbits of life stories and makes you realize you too can succeed with the right recipe.

Callum Laing did a great job explaining how your business can thrive regardless of the size. The key is to take steps creating partnerships to grow and gain success. This book is a easy to read and easy to understand. I recommend this book to anyone who is new to the business industry. Sometimes one person cant do everything to help their business, so this book shows us in detail how getting help from others is okay using strategic partnerships. Before I read this book I had no idea how much of a deal having partnerships can mean how well you succeed. I'm not gonna spoil it for you if you decide to purchase but when Callum Laing talked about Richard Branson, lets say it was very interesting!Note: I received this product in an exchange for my honest review

I found this book very interesting. I got it for my husband since he is interested and studying Buisness and he love it. It took him a little while to finish it but all around it was a good book. I received this product at a discount for my honest and unbiased review. The discount has not influenced or impacted my judgement of this product. I take this seriously and include my own opinion and experience with each product. I am in no way required by the seller to leave positive remarks about their product. If you have found my product review to be helpful, please thumbs up this review. This will make it easier for others to find this review so they may be helped as well.

I found "Progressive Partnerships: The Future of Business" to be accessible and substantial. In casual, articulate prose Callum Laing describes basic ideas and principles that can be generalized to benefit any type of business- especially in the earlier stages of development. He abstracts core lessons learned over a long career, often sharing mistakes and failures made in the process of developing his thinking. The book is logically organized, and his thoughts are clearly stated. He's not selling himself at all- he doesn't need to. There is nothing superfluous. What he says makes sense and will immediately be useful.

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