

Go to <https://hbr.org/2007/11/simple-rules-for-making-alliances-work> to get this article.

BEST PRACTICE

Conventional advice about alliances hasn't reduced their dismal failure rate. Success requires shifting your focus to a complementary set of principles.

Simple Rules for Making Alliances Work

by Jonathan Hughes and Jeff Weiss

Included with this full-text *Harvard Business Review* article:

- 1 [Article Summary](#)
The Idea in Brief—*the core idea*
The Idea in Practice—*putting the idea to work*
- 2 [Simple Rules for Making Alliances Work](#)
- 10 [Further Reading](#)
A list of related materials, with annotations to guide further exploration of the article's ideas and applications