



A | S | A | P

ASSOCIATION OF
STRATEGIC ALLIANCE
PROFESSIONALS



ALLIANCE LEADERSHIP FOR CORPORATE PERFORMANCE

Best Practices Bulletin

July 2009

Upcoming Events

Upcoming ASAP Events

July 21 - Deadline for 2009 ASAP BioPharma Alliance Fall Conference Proposal Submissions. Click [here](#) for more information

July 23 - Tri-State Chapter - [ASAP Night at the Somerset Patriots](#)

July 23 - [Amazon Consulting Webinar: Avoiding an Alliance Mid-Life Crisis](#)

September 16-18 - Toronto Chapter and Canadian Healthcare Licensing Association: From Deal Making to Deal Performance. Click [here](#) for more information

ASAP Links

[ASAP Home](#)

[Member Benefits](#)

[Join ASAP](#)

[Chapters](#)

[Sponsors](#)

[Email](#)

"Spiritual Principles in Strategic Alliances: be the metaphor for metamorphosis: transform status quo mediocrity into greatness"

-Author: Joe Kittel, International Business Consultant and Coach, SPIBR LLC

Abstract:

"Spirituality in business, having quietly blossomed for decades, is an established trend that's about to morph into a megatrend. Spirituality in business works."

- Patricia Aburdene, author of *Megatrends 2010: The Rise of Conscious Capitalism*

"Spiritual Principles in Strategic Alliances" provides a unique and original perspective for why spirituality is needed in business and especially in strategic alliances. It presents a way to think and talk about these ideas and a set of principles and practices to apply them. These ideas transform alliance managers and their alliances. They increase the value-creating effectiveness of any alliance.

Download: Click [here](#) for a more detailed abstract plus excerpts from the book.

Special Offer: The author has generously offered ASAP members a copy of the entire book - *Spiritual Principles in Strategic Alliances* in pdf format. Please contact Joe Kittle at joe@spibr.org to register to download the pdf.

Updates and Reminders

Are you CA-AM Certified?

- If you have not received your fulfillment package (CA-AM pin and certificate), please let us know. Email Pam Goodell at pgoodell@strategic-alliances.org
- *Friendly reminder* - CA-AM certification is contingent on maintaining ASAP membership. If you are unsure if your membership has expired, please contact us at membership@strategic-alliances.org. CA-AM certified individuals whose membership has expired will be removed from CA-AM listing on the ASAP website and from the CA-AM LinkedIn group beginning July 30.
- If you are not CA-AM certified and are interested in more