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

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