



# The Jericho Principle: How Companies Use Strategic Collaboration to Find New Sources of Value

*Ralph Welborn, Vince Kasten*

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## **The Jericho Principle: How Companies Use Strategic Collaboration to Find New Sources of Value**

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Understanding the opportunities and dangers of innovation through intercompany collaboration

The Jericho Principle identifies key trends and patterns in the increasing use of collaboration by corporations and creates a strategic and operational framework for answering key questions about the why and how of using collaboration to rapidly create innovation in uncertain times. Two business and technology strategists from Bearing Point Consulting, formerly KPMG, provide models and diagnostics that break down the various collaborative models in the marketplace, to give managers the tools and understanding they need to quickly and effectively launch the strategic partnerships and alliances that will drive innovation and value creation. Using case studies, client stories, and research, the authors offer the reader a clear view of the promise and peril of collaboration, revealing what works and what doesn't.

Ralph Welborn (Westwood, MA), Senior Vice President, and Vincent Kasten (Fanwood, NJ), Managing Director, are senior business and technology strategists with Bearing Point Consulting, one of the world's leading management consulting and systems integration companies.

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