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Emory Business Professor Examines “Frenemy” Phenomenon
In New Book ***Partnering with the Frenemy***

Atlanta, Oct. 16—Sandy Jap, Professor of Marketing at Emory University, is the author of ***Partnering with the Frenemy: A Framework for Managing Business Relationships, Minimizing Conflict, and Achieving Partnership Success*** (Pearson FT Press, Dec. 21, 2015).



Partnering with the Frenemy is about the dark side of business relationships. Why do crucial business partnerships and alliances fail so often, and how organizations keep it from happening? Jap answers these questions, helping to anticipate, prevent, and solve the problems that lead close professional relationships to implode – applicable to businesses, nonprofits, government agencies, and any other group whose success depends on ongoing external partnerships.

Drawing on cutting-edge research, Jap illuminates the widespread “frenemy” phenomenon in organizational partnerships, where partners who start as non-competitive “friends” become “enemies” over time. First, she identifies the economical and structural causes of “frenemization,” in which success creates imbalances in power dynamics, leading partners to rebalance their relationships in ways that cause resentment, contempt, and often direct competition.

Professor Jap speaks frequently on issues related to organizational collaboration and partnering. Here is a clip of her [remarks to the Marketing Science Institute's Board of Trustees on the topic of organizational trust](#). She launched the Marketing Analytics Center at Emory and is a former faculty member at the MIT Sloan School of Management and the Wharton School. She is an expert on business-to-business management, channels of distribution, and go-to-market strategies. Her current focus is the development of decision support systems for multichannel sales attribution and media optimization.

Jap has won numerous awards for her impact on the field and the work has received significant attention from the academic community and the marketplace, including *The Wall Street Journal*, *CFO Magazine*, and *Harvard Business Review*. Her work appears in a variety of books and she is an editorial board member at leading marketing journals. ***Partnering with the Frenemy*** is her first book.

Visit www.sandyjap.com for more information. Available for pre-order at <http://amzn.to/1OCTTJE>.

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Synopsis

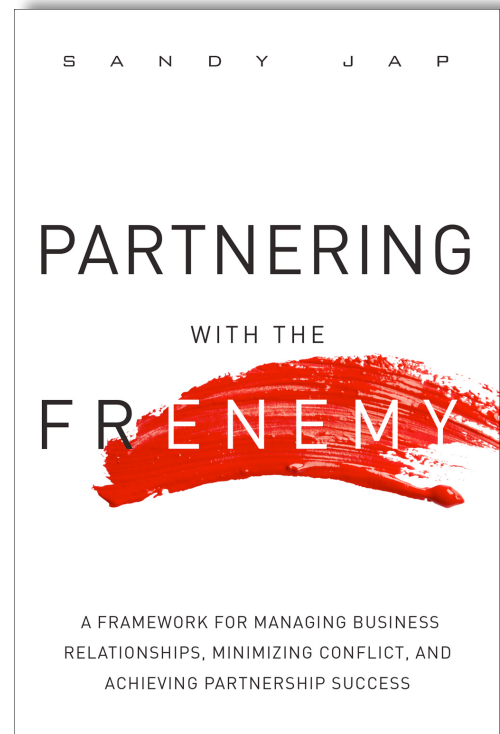
Partnering with the Frenemy
***A Framework for Managing Business Relationships,
Minimizing Conflict, and Achieving Partnership Success***

By Sandy Jap, PhD

Why do crucial business partnerships and alliances fail so often, and how can you keep it from happening to you? In ***Partnering with the Frenemy***, Sandy Jap, professor of marketing at the Goizueta Business School at Emory University, answers these questions, helping you anticipate, prevent, and solve the problems that lead close professional relationships to implode.

Drawing on cutting-edge research, Jap illuminates the widespread “frenemy” phenomenon in organizational partnerships, where partners who start as non-competitive “friends” become “enemies” over time. First, she identifies the economical and structural causes of “frenemization,” in which success creates imbalances in power dynamics, leading partners to rebalance their relationships in ways that cause resentment, contempt, and often direct competition. Equally important, she reveals crucial non-economic and social causes for partnership failure, where seemingly innocuous acts of interpersonal opportunism and “sins of omission” gradually poison organizational collaboration.

Jap develops and draws on interdisciplinary behavioral theories from social psychology, economics, and sociology to illustrate how this happens. To support her insights, she offers case studies, both ongoing (Samsung and Google, Martha Stewart and Macy’s, Oracle and Sun Microsystems) and historical (Best Buy and Apple, Calvin Klein and Warnaco, Nike and Footlocker). Most important, Jap offers specific recommendations for avoiding problems, revitalizing weakening partnerships, and recognizing when a partnership can’t be saved.



Partnering with the Frenemy offers immense value for every executive, manager, consultant, channel and go-to-market strategist, and business student who wants to manage alliances and partnerships more successfully. It will also be helpful to any nonprofit, government agency, and other organization whose success depends on ongoing external partnerships. Visit www.sandyjap.com for more information. Available for pre-order at <http://amzn.to/1OCTTJE>.

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Biography

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Sandy Jap is a Professor of Marketing at the Goizueta Business School at Emory University. She is a co-founder of the Emory Marketing Analytics Center (MAC) and an international expert in the management of partnering relationships and business-to-business issues. Her research centers on the development of organizational relationships, go-to-market strategies, and e-procurement. Her current focus is the development of decision support systems for multichannel sales attribution and media optimization.

Sandy has won numerous awards for her impact on the field and the work has received significant attention from the academic community and the marketplace, including *The Wall Street Journal*, *CFO Magazine*, and *Harvard Business Review*. Her work appears in a variety of books and she is an editorial board member at leading marketing journals. ***Partnering with the Frenemy*** is her first book.

Prior to joining Goizueta, Sandy served on the faculty at the Sloan School of Management at the Massachusetts Institute of Technology for six years and was a Visiting Associate Faculty member at the Wharton School at the University of Pennsylvania. She teaches channel strategy and retailing classes for MBA, executive, and undergraduate programs, and the marketing strategy seminar in the PhD program. She received her PhD from the University of Florida (Go Gators!) and enjoys life with her kids. Tennis, red wine, and Cape Cod summers come in a very close second.

www.sandyjap.com

Sandy Jap, PhD

Speaker Topics

- Partnering topics (all of these will also apply to non-profits)
 - How to select appropriate partners
 - When do I need a strategic partnership?
 - Pitfalls in partnering management
- How to design your route-to-market strategy – particularly appropriate for entrepreneurs
- How to improve or optimize your channel strategy – particularly appropriate for existing firms
- How to manage multichannel systems – e.g., going to market with a physical store front, digital channel, big box retailers, and franchises
- How to motivate channel members, partners, franchisees and your salesforce
- Customer service in the 21st century
- Broad B2B topics
 - Franchise management
 - Retailing
 - Ecommerce



Sandy Jap, professor of marketing at the Goizueta Business School at Emory University, is available to speak on a variety of subjects pertinent to executives, businesses, nonprofits, government agencies, civic groups, business students, and other organizations.

For availability, contact Sandy Jap, sandy@sandyjap.com, 404.727.6386.

www.sandyjap.com