



CONTENTS

ACKNOWLEDGEMENT	vii
INTRODUCTION	ix
SECTION ONE	1
What Is a Collaborative Enterprise?	3
SECTION TWO	7
Who Are they?	9
Where Are they?	13
Why Are They Superior?	15
SECTION THREE	19
How Did They Start?	21
What Is Their Strategy?	25
What Is Their Structure?	29
Who Is Their Leadership?	33
Who Are Their Stakeholders?	37
SECTION FOUR	51
How Do They Operate?	53

viii Creating A COLLABORATIVE ENTERPRISE

SECTION FIVE 65
 What Is Needed to Change? 67
 How Do We Start Renovating? 71
 Retool the Organization's Culture. 75
SECTION SIX 139
 The Process Of Evolving 141
ABOUT THE AUTHOR 147