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Remixes are common in the worlds of music and art. Different media are mixed to create new styles. Musicians remix tracks to create new and unique sounds. But what about business?

In his new book, **REMIX STRATEGY: The Three Laws of Business Combinations**, Brandeis University professor Ben Gomes-Casseres uses the word to describe *the mixing of resources, assets, and capabilities of one organization with those of another to create value*.

Business combinations are everywhere today. Whether it's an alliance between Apple and IBM, a joint venture of Novartis and GlaxoSmithKline, a merger of Walgreens and Boots, or a consortium of General Electric and Internet-of-Things players Verizon, Intel, and Cisco, in today's fast-paced, interconnected business environment, this remixing of assets is fundamental to an organization's competitive advantage. It brings in new ideas, provides access to new capabilities and markets, and lets companies leverage what they do best.

In **REMIX STRATEGY**, Gomes-Casseres presents three laws that provide a powerful, systematic approach for creating and capturing value from business combinations of all sorts:

- **First law:** The value created by the combination should exceed the total value that would be generated by the players acting alone. The first law asks these practical questions: How much more value can we create in the market together? What specific resources must we combine to create this value?
- **Second law:** The combination must be designed and managed to realize this joint value. Which partners and structures fit this goal best? How do we manage the risk and uncertainty inherent in such combinations?
- **Third law:** Each participant must earn a return sufficient to justify the investment. How do we divide the joint value created? How will value be shared over time?

Unlike other books in the market, **REMIX STRATEGY** goes beyond deal making tactics to examine the strategies behind the deals -- how business combinations can enhance competitive position and help companies create and capture value.

If you are at the top of the company driving your company's remix, in the middle managing an acquisition or a partnership, or among the operating ranks keeping the pieces humming, Gomes-Casseres provides practical tools to apply these laws to specific decisions—from when to form a combination, to how to manage collaboration, and how to ensure a return on your efforts.

ABOUT THE AUTHOR

Benjamin Gomes-Casseres works on strategy, with a special focus on business combinations. He has researched this topic for 30 years, taught it to MBAs and executives, and consulted with major companies in the US and abroad. He is best known for his work on alliance strategy. He is a professor at Brandeis University, where he directs the Asper Center for Global Entrepreneurship. Previously he was a professor at Harvard Business School. He is the author of five books and many articles. For more information on **REMIX STRATEGY** visit: www.remixstrategy.com

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Advance Praise for *Remix Strategy: The Three Laws of Business Combinations*

“Provides a clear framework focused on value creation that will support managers working with business combinations at all stages. An entertaining read that will benefit everyone working in business partnerships.”

— **NIGEL SHEAIL,**

Head of Business Development & Licensing, Bayer Healthcare AG

“The ideas in *Remix Strategy* are creative, unique, and perhaps transformative. Today’s dynamic, shape-shifting business environment requires companies to acquire, divest, merge, ally, and partner, whether to innovate or just survive. This useful book reveals the fundamental laws of collaboration that lead to success.”

— **ROSABETH MOSS KANTER,**

Professor, Harvard Business School; author, *MOVE*, *Supercorp*, and *Confidence*

“A fascinating roadmap to creating and capturing value through business combinations. Gomes-Casseres provides the tools you need to identify, govern, and share joint value.”

— **MARTIN FLEMING,**

Chief Economist and Vice President, Business performance Services, IBM Corporation

“The first book to explain the critical concepts behind successful business combinations -- and provide immediately actionable insights. *Remix Strategy* is a must read for managers in business strategy, corporate development, and corporate alliances.”

— **RUSS BUCHANAN,**

Vice President, Worldwide Alliances, Xerox Corporation;
Chairman Emeritus Association of Strategic Alliance Professionals

“A powerful paradigm for prospering in a rapidly changing environment, rooted in three critical tools to evaluate and develop strategic business options. Gomes-Casseres shows how these tools can be applied in different scenarios with practical real-world examples.”

— **STEVE STEINHILBER,**

Vice President of Industry Solutions Partner Ecosystems, Cisco Systems, Inc.;
author, *Strategic Alliances*

“Whether you are an investor assessing the value of a business combination, a director reviewing the firm’s alliance strategy, or an executive considering a partnership, *Remix Strategy* give you the tools to understand and unlock value.”

— **MIKE BELLISSIMO,**

Enterprise Vice President, Humana Inc.

“An excellent perspective on the role of alliances in strategy execution and ecosystem development. Gomes-Casseres’ three fundamental rules equip leaders for a future in which collaboration between businesses is essential for survival.”

— **CEES BIJL**

Head of Emerging Business Areas and Head of Group Strategy and Alliances, Philips International BV

“A terrific book with lots of insights and management tools, valuable to business leaders everywhere.”

— **ASHOK KRISHNA,**

Vice President of Downstream and Chemicals Technology, Chevron Corporation

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