

## **partner for synergies**

partner to enable, enact and ensure focus e.g. collective competence-building and deepening of knowledge

partner to gain efficiencies i.e. reduce costs.

## **Why Partner? ...**

partner to gain economies of scale and scope eg. market access, combined forces via complimentary insights, influences and actions

partner to gain access for customer (student / faculty / company / organisation / region(al (local) / country / continent and global access.

partner to complete solution (compliment what assets or resources you have and don't have) e.g., areas of interest, competence and capability e.g., integrating hardware / software / service / system incl., people and things, eco-system.

partner for innovation / differentiation / meaning i.e., value creation and value capture e.g., money incl., measures, metrics and monetization, "valuetisation" i.e., reciprocal and mutual benefit

partner to expand sources of revenue / income, influence & positive impact

partner to expand sources of influence & positive impact

partner to expand resource access (incl., and incorporating both mind(s and matter(s

partner to gain (coordinate, cooperate, collaborate, compliment and leverage) synergies

partner to do something you could otherwise not do (alone) efficiently, effectively or at all.

partner for co-creating, sharing and disseminating knowledge, skills, imagination and culture (shared and meaningfully incl., differing and especially different values, beliefs, mindsets i.e., mentalities, attitudes, dispositions and assumptions). (collective effectiveness)

partner for similarities and/or differences

partner for (from) differing (diverse) or similar perspectives, points-of-views, philosophies, principles, processes and practices.

partner for enhancing image & reputation (identity and association) building (communications)

partner to better understand the benefits and limits (constrains) of educational approaches (sharing knowledge via teaching/learning (pedagogical) approaches.

partner for enhanced education, research (knowledge exploration and affirmation) and (effective and efficient) practice (knowledge creation via practical application and utilisation.

partner to enhance education, research and practice from a student, researcher, faculty and practitioner perspective.

partner for proximity! eg., europe and european culture?

partner for combined and collective influence and control (forces, fields)? enablement, enhancement & protection.

partner physically and virtually

PRESS RELEASE

July 26, 2004

# **Motorola and Apple Bring iTunes Music Player to Motorola's Next- Generation Mobile Phones**

<https://www.apple.com/newsroom/2004/07/26Motorola-and-Apple-Bring-iTunes-Music-Player-to-Motorolas-Next-Generation-Mobile-Phones/>