

# ISO/TR 44000:2019-05 (E)

## Principles for successful collaborative business relationship management

---

<b>Contents</b>		<b>Page</b>
Foreword .....		iv
Introduction .....		v
1 Scope .....		1
2 Normative references .....		1
3 Terms and definitions .....		1
4 Relationship management .....		1
5 Visions and values .....		1
6 Business objectives .....		2
7 Collaborative leadership .....		2
8 Governance and processes .....		2
9 Collaborative competence and behaviour .....		3
10 Trust and commitment to mutual benefit .....		3
11 Value creation .....		3
12 Information and knowledge sharing .....		4
13 Risk management .....		4
14 Relationship measurement and optimization .....		4
15 Exit strategy .....		4