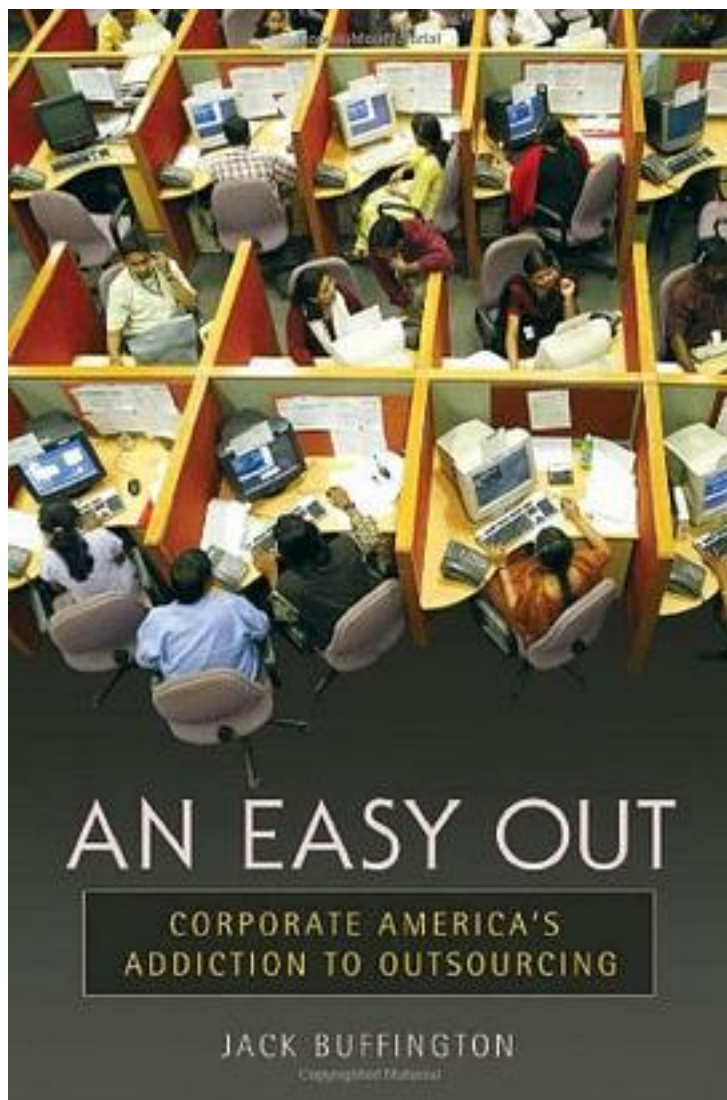


An Easy Out



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Buffington clarifies the role of outsourcing in business today so that Americans can focus on something that really matters - real increases in productivity and competitiveness in a global economy. In most cases, he contends, neither outsourcing nor its close cousin, off-shoring, are effective as a means to their intended end. Moreover, Americans focus much negative energy on off-shoring, when domestic outsourcing might be more harmful to the U.S. economy. Corporations lack awareness of this distinction, and, therefore, they don't know which should be implemented in what circumstances. Such ignorance is not only an obstacle for any company seeking to implement a successful outsourcing strategy, but also a dire threat to the long-term growth of the American economy. Buffington demonstrates that outsourcing often functions as an "easy out" for corporations that are reluctant to look at the root causes of their problems, whether low productivity, lack of innovation, or an unwillingness to invest in marketing, promotion, and sales. He argues that corporate productivity, or the lack thereof, drives the success (or failure) of outsourcing or off-shoring more than the act itself. This book challenges America's business leaders to find their productivity, and then make outsourcing decisions, instead of vice versa.

作者介绍:

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