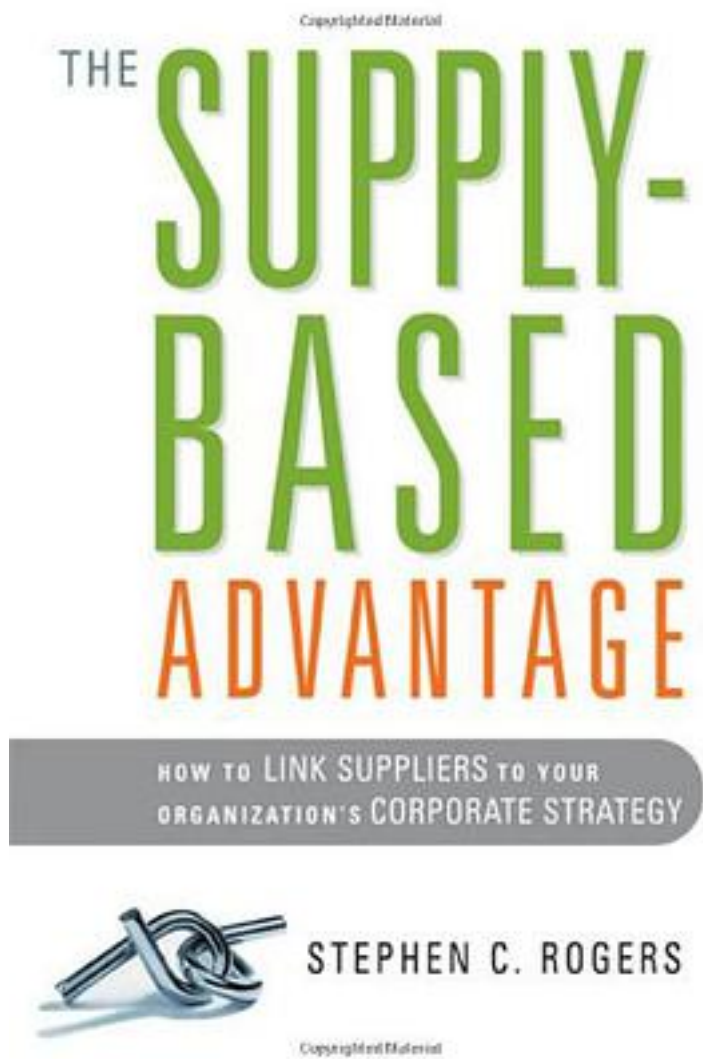


The Supply-Based Advantage



[The Supply-Based Advantage_下载链接1_](#)

著者:Stephen C. Rogers

出版者:

出版时间:2009-3

装帧:

isbn:9780814401552

在线阅读本书

It's not enough for companies to simply try to find ways to save money through suppliers. If suppliers aren't fully integrated into their corporate strategy, there's no way for companies to ensure that they will continue to save money...and that their supply decisions will fit with changing organizational goals. Blending theory, best practices, and relevant examples, "The Supply-Based Advantage" reveals how to design, build, maintain, and 'remodel' an organization's supply base to support its total business strategy and operations. Filled with enlightening examples from companies including Mars, Procter & Gamble, Intel, and Wal-Mart, this book shows how any organization can transform their supply function into a key driver of profit.

Book Description

It's not enough for companies to simply try to find ways to save money through suppliers. If suppliers aren't fully integrated into their corporate strategy, there's no way for companies to ensure that they will continue to save money...and that their supply decisions will fit with changing organizational goals. Blending theory, best practices, and relevant examples, The Supply-Based Advantage reveals how to design, build, maintain, and "remodel" an organization's supply base to support its total business strategy and operations. Readers will learn how they can:

- achieve greater profitability by using suppliers to capture value beyond price
- develop a supply management strategy that creates real, renewable benefits
- maintain flexibility in their supply chain to deal with unique business situations
- link supply execution into product marketing and fulfillment purposes

Filled with enlightening examples from companies such as Mars, Procter & Gamble, Intel, and Wal-Mart, this book shows how any organization can transform its supply function into a key driver of profit.

From the Inside Flap

It's no secret that good supplier relationships are key to your business's success. And it's certainly easy enough to understand that certain strategies—high volume buying for lower prices, for example—are tried and true moneysavers and “safe bets” when building and maintaining supply chains. The trouble is: everyone does them. So although there is nothing wrong with such strategies, it's a fallacy to believe that they create any true advantage over your competition. The challenge comes in designing relationships that leave your competitors in the dust, by leveraging the capabilities and qualities that are unique to your organization. The Supply-Based Advantage first establishes exactly what is meant by moving beyond mere cost control to capture the alluring yet elusive concept of “sustainable competitive advantage.” Global supply dynamics spawn a new complexity. Whereas it may have been possible previously to see each supplier's role as discrete and self-contained, now you must manage a supply landscape in which multiple technologies, regulations, schedules, and even cultures must be reconciled. Couple this new reality with the ever accelerating pace of change, and the scope of your challenge becomes clear. But you can do it—with the right information and tools. Stephen C. Rogers, a veteran of corporate supply chain environments, has combined unparalleled experience with pointed examples from dozens of world leading companies (Toyota, Nike, Procter & Gamble, Dow Chemical, Hewlett Packard, Harley Davidson, and more) to present a clear view of how tomorrow's market dominators will be designing and executing supply strategies that genuinely and fully integrate with marketing, finance, and overall corporate strategy. Specifically, The Supply-Based Advantage explains how your organization can capture total value, create renewable and mutual benefits, link supply elements more dependably with fulfillment objectives, and build flexibility into

your supply chain so that you are ready to handle any unexpected or unique developments. Rogers takes you through all the components of a successful supply strategy, including how to:

- Lay out your policies, principles, and responsibilities toward potential suppliers.
- Match supplier competencies with your company's needs and strategy.
- Use supplier relationships to support competitive advantage.
- Form a supply network by connecting the efforts of your individual suppliers to one another and, ultimately, to customers.
- Successfully manage suppliers.
- Facilitate communication and management initiatives across multiple functions and partnerships.

The book covers other important topics including the flow of information, money, and talent; the critical skill of continuous adjustment; and the multifaceted challenge of supply risk management. Today's supply chain and supplier management is more than an opportunity to save money and increase efficiencies. It's an unprecedented chance to build long-standing strategic advantage, and contribute directly to your organization's rise to sustainable market dominance. Stephen C. Rogers is a Senior Consultant with the Cincinnati Consulting Consortium, concentrating on Purchasing and Supplier Management, and an adjunct professor at Xavier University. During his 30 years at Procter & Gamble, he had sourcing roles in every major business unit, and, as the "father" of strategic sourcing at P&G, participated in the development and expansion of Procter & Gamble's global sourcing efforts and the redesign of the Folgers Coffee supply chain. He was named a Supply and Demand Chain magazine "Pro to Know" in 2004, and has served on the American Management Association's Supply Chain Council for the past 10 years. Mr. Rogers lives in Cincinnati and can be reached by e-mail at armo@cinci.rr.com.

作者介绍:

目录:

[The Supply-Based Advantage_ 下载链接1](#)

标签

评论

[The Supply-Based Advantage_ 下载链接1](#)

[The Supply-Based Advantage 下载链接1](#)