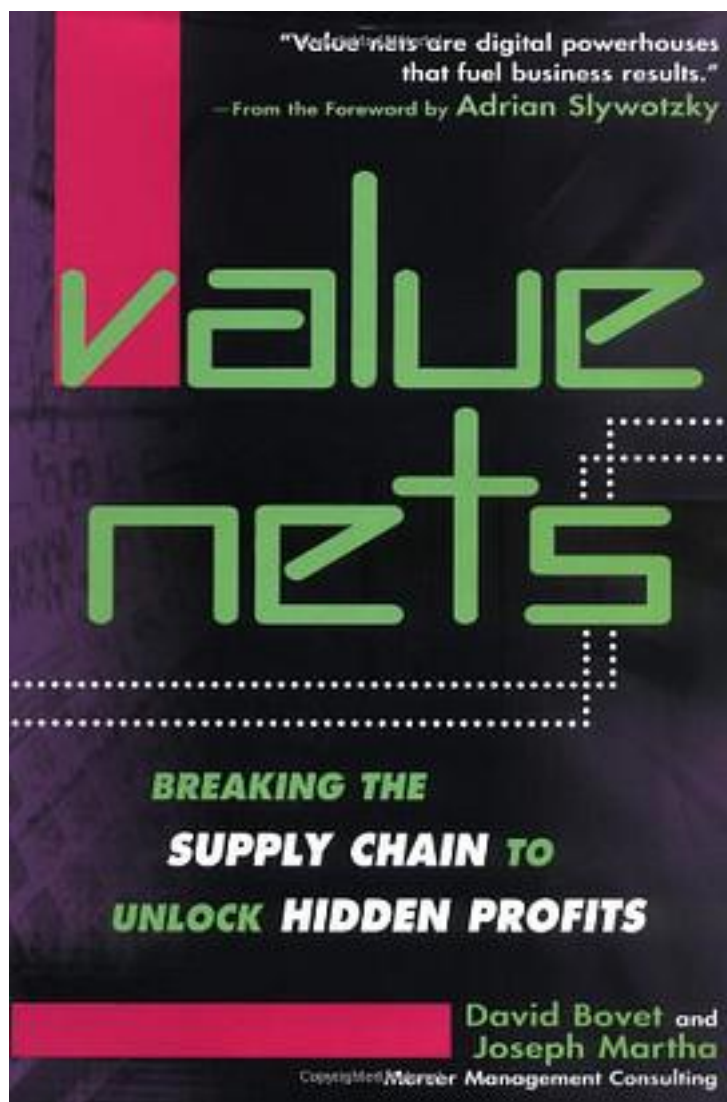


Value Nets



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著者:Bovet, David; Martha, Joseph; Slywotzky, Adrian J.

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"Value nets are digital powerhouses that fuel business results."-From the Foreword by Adrian Slywotzky

If you have ever ordered a computer over the Internet and been amazed that a product built to your exact specifications could arrive at your door within days, or if your business's competition is suddenly gaining share by delivering custom-designed merchandise faster and more reliably than you can, you need to read Value Nets. Enlightened managers around the world are learning that the supply chain can be a bountiful source of profitable growth, increased market share, and shareholder value. Value Nets: Breaking the Supply Chain to Unlock Hidden Profits shows you how to release the value hidden in supply chain operations through new digital networked solutions.

Value Nets introduces you to a new form of business design built around superb supply chain performance in the e-commerce world. This design enables any company to do far more with the supply chain than simply control costs. It provides a basis for true differentiation in the marketplace and gives you the power to deliver first-rate service and customized products to customers in ways that delight them and keep them coming back for more.

Using numerous powerful case studies and examples from companies that have adopted value net design-Gateway, Cisco Systems, Cemex, Biogen, Zara, and dozens more-the authors demonstrate how value nets bridge the gap between the executive culture of strategy and business reinvention and the operational world of procurement, manufacturing, and logistics. They introduce the new concept of value nets and offer compelling evidence of their outstanding results. They also explain the five elements of value net creation, supplying specific examples from companies that have built value nets and showing how the new design helped these companies achieve superior profitability and customer satisfaction.

Complete with an appendix that helps you think through the applicability of value nets to your company, Value Nets delivers everything you need to understand and implement this remarkable new business design. It captures the creativity of today's most effective business model and puts its power where it will do the most good-right in the palm of your hand.

As one of the world's premier corporate strategy firms, MERCER MANAGEMENT CONSULTING helps leading enterprises achieve sustained shareholder value growth through the development and implementation of customer-focused business designs. Mercer's thought leadership on the topic of value growth is evident in four agenda-setting books published in the past four years: Profit Patterns, The Profit Zone, Value Migration, and Grow to Be Great. The firm serves clients from twenty offices in the Americas, Europe, and Asia."Value Nets exposes the supply chain for what it really is--a strategic differentiator. Reading about the success of Apple Computer, Zara, et al., will convince you that the time to take action is now!"-H. Lee Scott, President and CEO, Wal-Mart Stores, Inc.

"Our experience is proof that the ideas presented in Value Nets work. Agile, networked operations help us deliver superb service to our customers and drive shareholder value as well."-James Mullen, President and COO, Biogen, Inc.

"Value Nets takes supply chain management to the next frontier. CEOs will find it extremely helpful in their quest to provide better service and reduce cost by meeting unique customer requirements."-William "Gus" Pagonis, Retired Lt. Gen., U.S. Army

Executive Vice President of Logistics, Sears, Roebuck and Company

"Value Nets brings new concepts and a road map for competitive advantage to businesses in Latin America and other global markets where traditional supply chain thinking controls business design."-Julio A. Barea, President and CEO, Sara Lee Branded Apparel, Latin America Group

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