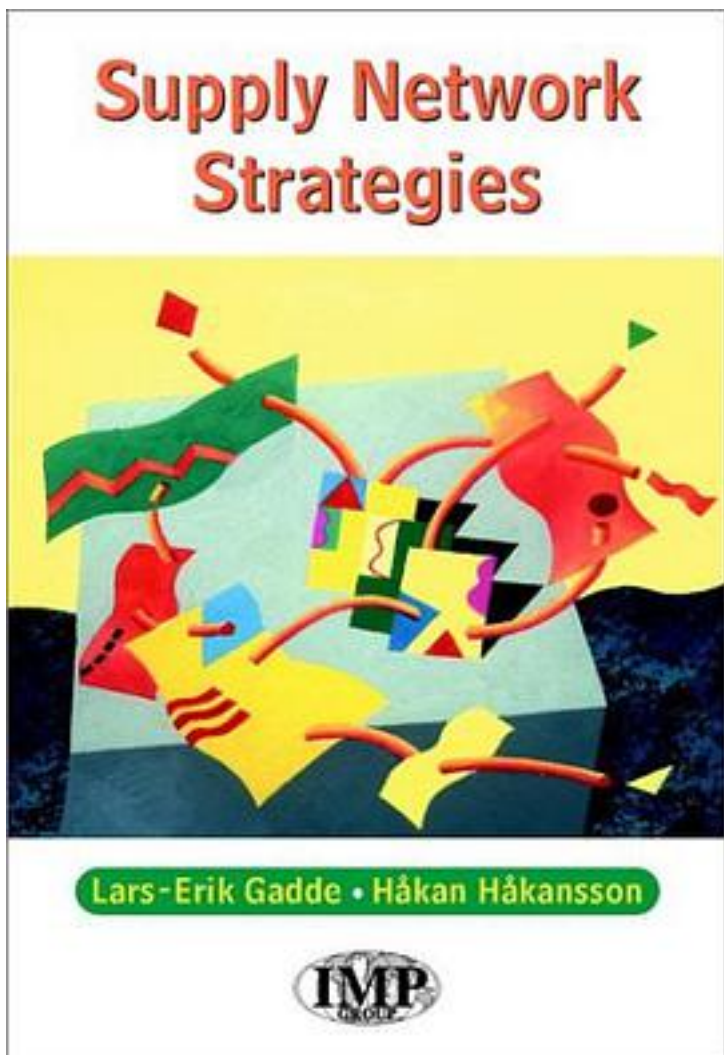


Supply Network Strategies



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This is the first textbook on purchasing to develop the supply network perspective. The study of purchasing has traditionally focused on the procurement of goods and services by companies. In recent years, greater emphasis has been placed in research on purchasing and on the relationships that exist between companies. This has led to the recognition that companies are linked in supply chains. "Supply Network Strategies" adopts the industrial network approach developed through the research of the IMP (Industrial Marketing and Purchasing) Group and focuses on the co-ordination and integration of different supply chains. The book includes case studies and interviews with purchasing directors and staff and is firmly placed in the context of the on-going re-orientation of business activities. The IMP Group of researchers includes leading international experts in the fields of industrial/business marketing and purchasing. This group is very influential and many university courses have been developed based on the 'philosophy' of the IMP Group.

作者介绍:

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