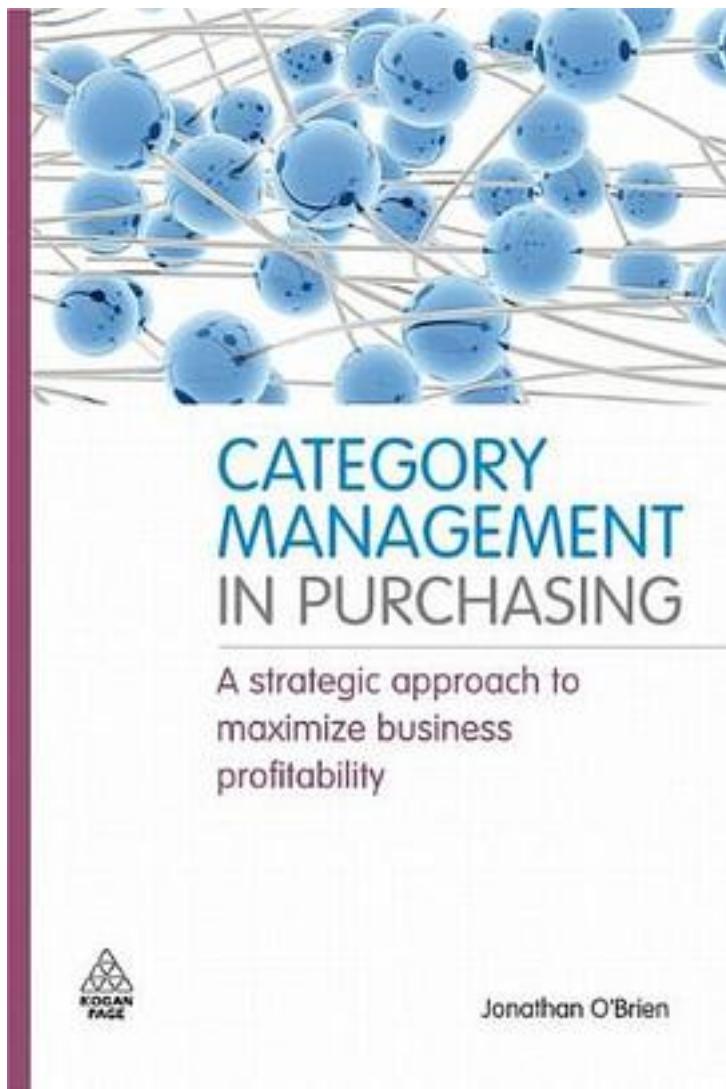


# The Category Management in Purchasing



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Category Management is a technique used to understand markets, analyse spend and make purchasing decisions which save money. It is about a pathway from accepting mediocre goods and services at high cost, to effective supply management which delivers real value. By altering how goods are categorised and supplied it helps shift sourcing from being an error-prone transaction to creating value for the business. Using case studies and practical examples, the book provides a clear definition and understanding of category management. The author presents a step by step process for its implementation and use, which companies can readily apply in line with their overall business strategy. This practical toolkit will allow readers to analyse complex sourcing situations quickly and clearly and develop innovative and creative proposals for sourcing.

作者介绍:

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评论

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书评

随便翻了一下，觉得这书离我的期望差的很远。

原以为可以找到很多品类管理的知识，结果发现很多与我想象的不一样，比如实例，如何做产品类别的划分，归类标准，积极的案例的没有，话说我虽然不是很深入了解品类管理的实际操作，但是最全的产品线是工业MRO，工业分销行业的，没...

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