



The Supply-Based Advantage: How to Link Suppliers to Your Organization's Corporate Strategy

Stephen C. Rogers

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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.

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