



Strategic Supply Chain Management: The Five Core Disciplines for Top Performance, Second Edition

Shoshanah Cohen, Joseph Roussel

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Praise For *Strategic Supply Chain Management*:

"This book shows convincingly that a robust supply chain strategy is critical for business success in today's uncertain economic environment. Cohen and Roussel explain not only what makes for a good supply chain strategy but also how to put that strategy into practice."

-- **Jim Miller, VP, Worldwide Operations, Google**

"*Strategic Supply Chain Management* loudly and clearly makes the case that successful companies' supply chain strategies are closely aligned with their competitive differentiation and operating models. The book uses in-depth examples that bring these concepts to life and demonstrate that one size doesn't fit all. Anyone who thinks operations is just another corporate function needs to read this book."

-- **Manish Bhatia, SVP, Worldwide Operations, SanDisk**

"The advent of global marketplaces, heightened competition, accelerated pace of product innovation, and fast-changing customer preferences have increased the impact of the supply chain on company profitability and long-term success. But cultural challenges to successful supply chain design remain. Cohen and Roussel's book provides a platform for addressing these challenges and is recommended reading for chief executives, strategy professionals, and supply chain practitioners."

-- **Martin Roper, Chief Executive Officer and President, Boston Beer**

"The authors present a straightforward path for developing and deploying a global supply chain strategy that addresses the priorities of today's executive management teams."

--**Hau Lee, Thoma Professor of Operations, Information and Technology, Stanford Graduate School of Business**

The classic guide to supply chain strategy--re-created to help business leaders gain an advantage in today's volatile, globalized arena

The global landscape has changed dramatically since the first edition of *Strategic Supply Chain Management* established itself as the authority on creating value and achieving competitive advantage from the supply chain. Shorter economic cycles, more-frequent natural disasters, higher costs in low-cost countries, more-restricted access to working capital, and greater focus on sustainability have made effective supply chain management much more challenging--and much more critical to the bottom line.

This second edition is your answer to gaining a strategic advantage in the face of these challenges. Drawing on dozens of new company examples as well as cutting-edge benchmarking research, it shows you how to make your supply chains more agile, flexible, and resilient.

With 80 easy-to-read tables and diagrams, this fully revised book explains how to:

- Develop a supply chain strategy that will help you realize your business goals

- Design a process architecture that maps out the activities of the end-to-end supply chain
- Create the most effective supply chain organization
- Build the most beneficial relationships with your supply chain partners
- Use metrics to assess and drive business success
- Implement transformational change

See how today's best supply chain strategies work in all-new profiles of BASF, Essilor, Haier, Kaiser Permanente, Lenovo, and Schlumberger. Find out what these industry leaders are doing to get the greatest value out of their supply chains.

When value depends on how well you deliver, you need *Strategic Supply Chain Management*, Second Edition.

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