



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

*Stephen C. Rogers*

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

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"Rogers offers everything he learned about maximising supplier relationships in this tome...enlivened with personal stories, industry case studies and fascinating research". ("Directorship", January 2012). 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. Filled with enlightening examples from companies including Mars, Procter & Gamble, Intel, and Wal-Mart, this book shows how any organization can transform their supply function into a key driver of profit.

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