



# Gower Handbook of Supply Chain Management

Fifth Edition

Edited by John Gattorna

February 2003

720 pages

978-0-566-08511-6

244 x 172 mm

Hardback

\$225.00



The ability to build and also maintain a world class logistics and distribution network is an essential ingredient in the success of the world's leading businesses, but keeping pace with changes in your sector and in others is hard to do. With the Gower Handbook of Supply Chain Management you will need to look no further. Written by a team of leading consultants with contributions from leading academic experts, this book will help you to keep pace with the latest global developments in supply chain management and logistics, and plan for the future.

This book has over thirty chapters with detailed accounts of key topics and the latest developments, from e-collaboration and CRM integration, to reverse logistics and strategic sourcing, and includes case studies from Asia, Europe and North America. It looks at all aspects of operational excellence in logistics and supply chain management.

The Gower Handbook of Supply Chain Management will help managers to benchmark their operations against the best-of-breed supply chains across the world. It provides a unique single source of expert opinion and experience.

## Contents

Foreword, Gregory Owens; Introduction and frameworks, John L. Gattorna. Supply Chains in the Context of Customers and Strategy: The challenging new operating environment and size of the prize, John L. Gattorna; Formulating a supply chain vision, John L. Gattorna and Ming Tang; Developing an aligned supply chain operating strategy, Ming Tang and John L. Gattorna; Operating strategy: configuring segmented supply chains, Geoffrey Thomas and Ming Tang; Customer relationship management capabilities in a supply chain context, Stephen F. Dull, David N. Morris, Timothy Stephens and Mark T. Wolfe; The impact of pricing on supply chains, Greg Cudahy; Trading terms and customer account profitability, Cameron H. Hall; Contents. Operational Excellence: Supply chain network optimization modeling, Stephen N. Wagner, Jamie M. Bolton and Linda Nuthall; Supply chain diagnostics, Douglas W. Allvine and Trevor Gore; Manufacturing strategy for supply chains, Mark Reynolds; Six Sigma - improving the quality of business, Richard D. Schleusener and Andrew J. Berger; Distribution operations - design for excellence, David R. Olson; Integrated transportation management, Brooks A. Bentz; Forecasting and demand planning, Scott F. Githens; Inventory management, Jeremy J. Heath and Alister Danks; Service parts management, Olaf Schatteman and Jonathan Wright; Supply chain financial performance measurement, David Walters; Supply chain performance measures and systems, Linda Nuthall; Reverse logistics, Olaf Schatteman. Supply Chain Integration and Collaboration: Creating agile supply chains, Martin Christopher; Supply chain structures to deliver value, Michael G. Mikurak and Jonathan D. Whitaker; Supply chain planning, Dennis Theis, Craig Millis, David Kennedy and Mark Pearson; Strategic sourcing and procurement, Jeffrey S. Russell and Neeraj Thukral; Securing immediate benefits from e-sourcing, Brett Campbell and Anthony Du Preez; Industry-level collaboration through ECR, Garry O'Sullivan; Collaborative product commerce, Alejandro Cuartero, Manuel Chaure and Stefano Lorenzi; Integrated fulfilment, Jon Bumstead, Sara Ford and Roger Gillespie; Contents; Information systems strategy for supply chains, Donald S. Puckridge and Ian Woolsey. Virtual Supply Chains: E-commerce and supply chains - breaking down the boundaries, Andrew J. Berger; Best-of-breed supply chains, Andrew J. Berger; Supply chains as vehicles for transformational change, John L. Gattorna; Third- and Fourth-party logistics service providers, Mark Bedeman and John L. Gattorna; Emerging requirements for networked supply chains, Robert Ogulin; Strategic transformation and supply chains, Michael A. Donnellan. Regional and Global Supply Chains: Globalization and regionalization of supply chains, Robert Ogulin; Supply chains in Europe, Jaume Ferrer; Supply chains in Asia - challenges and opportunities, Robert Easton, William Thurwachter and Tian Bing Zhang; The changing face of supply chains in China, Robert Easton. Other Practical Considerations in Supply Chains: Achieving supply chain alignment through behavior change, Jamie M. Bolton and Karen Dwyer; The role of knowledge management in supply chains, Wanda S. Brown; Education and skills training requirements in supply chains, John L. Gattorna and Richard S. Clarke; Building successful consulting relationships, Ken Davis and Jamie M. Bolton; Finale: The future is here at last, John L. Gattorna; Notes on contributors; Index.

## GOWER

To order this book please visit [www.gowerpublishing.com](http://www.gowerpublishing.com), or email [orders@ashgate.com](mailto:orders@ashgate.com)  
A 10% discount applies to orders placed through [www.gowerpublishing.com](http://www.gowerpublishing.com)

**About the Editor**

John Gattorna is one of the few people who have been continuously engaged in the evolution of supply chain thinking, from the early days of 'physical distribution management' (1975), through 'logistics management' (1980s/1990s), to the current 'supply chain management' era (1990s/2000s).

Over the last 25 years, John has taught and researched at several universities around the world, consulted to many major multinational corporations, and published widely on the emerging subject of 'supply chains'. Indeed, John is generally regarded as one of the world's thought leaders in the supply chain management field, and continues to be much sought after as a keynote speaker on the international conference circuit.

---

[www.gowerpublishing.com/isbn/9780566085116](http://www.gowerpublishing.com/isbn/9780566085116)

**GOWER**

To order this book please visit [www.gowerpublishing.com](http://www.gowerpublishing.com), or email [orders@ashgate.com](mailto:orders@ashgate.com)  
A 10% discount applies to orders placed through [www.gowerpublishing.com](http://www.gowerpublishing.com)