



Dynamic Supply Chain Alignment

A New Business Model for Peak Performance in Enterprise Supply Chains Across All Geographies

John Gattorna and Friends



July 2009
440 pages
978-0-566-08822-3

244 x 172 mm
Hardback
£70.00

Just like the world financial system, but for different reasons, 21st-century corporations need a new business model for their enterprise supply chains. The old conventions no longer work in this new world of volatile and increasingly unpredictable demand and supply. The enterprise needs to become more 'connected' to its own parts, as well as its partners up and down the chains it participates in. So too, we need to embrace new ways of looking at customers to gain deeper, more insightful impressions of what they are telling us about the way they want to buy our products and services. Finally, these signals need converting into corresponding action, driven by the people in the business, leaders and staff alike, who are aligned to their customers' wishes. This is the world of dynamic supply chain alignment where, increasingly, supply chains are the business.

In the follow-up to his hugely successful Strategic Supply Chain Alignment, John Gattorna's Dynamic Supply Chain Alignment, explores how to create and sustain multiple supply chains with a level of flexibility and responsiveness that allow you to respond to opportunities and threats; at the same time aligning with your suppliers, your partners and your customers.

When more executives get to this stage of development the profits will flow more readily, and sustainability of performance will not be the same issue it is today. The way forward is right there in front of us; but, says John Gattorna, we must throw off old ways and embrace the new.

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About the Author

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Dr John Gattorna is an acknowledged 'thought leader' on the global supply chain scene. For over two decades he has researched, consulted, and worked in various capacities in and around enterprise supply chains. He established and led the Australian and South Asian Accenture supply chain practice, 1995-2002, and has since focused on advising Boards and senior management on how to improve the 'alignment' of their enterprise supply chains with customers, suppliers, and third party providers. John's previous book, *Living Supply Chains* (FT Prentice Hall, Harlow, 2006), is receiving wide acclaim for its innovative content which cuts across all disciplines in the enterprise.

He is much sought after as a speaker on the international conference circuit, and holds a number of visiting professorships at universities in Australia (Macquarie Graduate School of Management; and Victoria University), the UK (Cranfield School of Management), and Europe (Normandy Business School). John always welcomes contact from interested parties in the global supply chain community, and can be contacted as follows: john@johngattorna.com; www.johngattorna.com

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