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Nota di contenuto	Cover -- Contents -- A word about the title: Time for a reality check and a leap of faith -- Foreword -- Preface: The power of reading and 'thought leadership' -- Author's acknowledgements -- Publisher's acknowledgements -- Introduction: Starting with the end in mind -- Part 1: Developing supply chain strategy -- 1 Coping with market volatility: the 'new normal' -- 2 Customer conversations: looking from the 'outside-in' -- 3 Designing supply chain strategies -- 4 Internal cultural capability -- 5 Leading from the front -- 6 Designing responsive organization structures -- Part 2: Configuring supply chains to maximize performance -- 7 Collaborative supply chains: demand-side -- 8 Lean supply chains: demand-side -- 9 Agile supply chains: demand-side -- 10 Campaign supply chains: demand-side -- 11 Fully flexible supply chains: demand-side -- 12 Supplier conversations: supply-side -- 13 'Hybrid' supply chains -- Part 3: Executing supply chain management -- 14 New outsourcing business models that drive value -- 15 Service sector supply chains -- 16 The new world order -- 17 Joining the dots to create dynamic institutions -- Afterword: Ending with the future in mind -- Endnotes -- Selected bibliography -- A word about the author -- Index.
Sommario/riassunto	'Dynamic Supply Chains is a masterpiece in the field of supply chain management' Dr Rakesh Singh, Chairman, Institute of Supply Chain

Management, India Dynamic supply chains are at the heart of your business. You need to get them right. Are your supply chains equipped to compete for a faster, more flexible future? Supply chains are not just part of your business: in many ways they are your business. They are made up of living, active people, and to really get supply chains right you need to capture the dynamism that people can bring to the flow of goods and services, both inside and outside your business. In this third edition of Dynamic Supply Chains , renowned international expert John Gattorna gives you a practical and effective new model for supply chains that will help you get closer to your customers and suppliers, and set your business on a new path to growth. John's 'outside-in' philosophy is based on 'Design Thinking' principles, underpinned by business analytics, visualization, and the passion to get things done. This is indeed, supply chains by design.

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