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| Nota di contenuto | A CEO who thinks like a CPO who thinks like a CEO -- From four basic strategies to 64 methods -- Using the Purchasing Chessboard -- The Purchasing Chessboard -- The way forward -- How to build a winning Purchasing Chessboard® team -- Epilogue: Reflections on Sales and Marketing. . |
| Sommario/riassunto | The bestselling Purchasing Chessboard® concept, used by hundreds of corporations worldwide to reduce costs and increase value with suppliers, is the topic of this successful professional book now published in its third edition. The 64 squares on the Purchasing Chessboard provide a wealth of methods that can be applied either individually or in combination. And because many of these methods are not customarily used by procurement, the Purchasing Chessboard is also the perfect tool for helping procurement professionals to think and act outside the box and find new solutions. A well tested concept that works across all industries and all categories in any given situation, it is little wonder that business leaders and procurement professionals alike are excited by, and enjoy strategizing around, the Purchasing Chessboard. It encourages greater rigor and creativity and the building of world class capabilities. The explosive growth in analytics and the |

rise in the number of specialists in procurement practice have taken the application of the Purchasing Chessboard to new levels. This third edition of the book includes a rich assortment of case examples to reflect the lessons learned across geographies and industries. Some of the chapters have also been updated to accurately reflect these trends.
