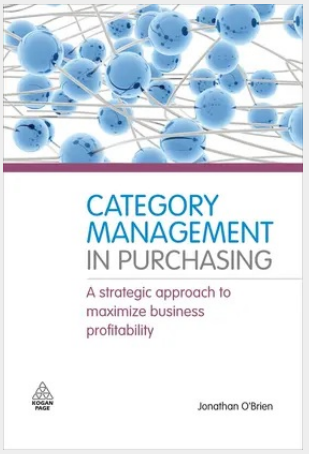
O'Brien

Category Management in Purchasing

A Strategic Approach to Maximize Business Profitability

Category Management is a technique used to understand markets, analyse spend and make purchasing decisions which save money. It is about a pathway from accepting mediocre goods and services at high cost, to effective supply management which delivers real value. By altering how goods are categorised and supplied it helps shift sourcing from being an error-prone transaction to creating value for the business. Using case studies and practical examples the book provides a clear definition and understanding of category management. The author presents a step by step process for its implementation and use, which companies can readily apply in line with their overall business strategy. This practical toolkit will allow readers to analyse complex sourcing situations quickly and clearly and develop innovative and creative proposals for sourcing.



Auf Anfrage

Nicht mehr lieferbar

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