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CGR Renews Its Roadmap for Supply Chain Transformation

LOS ANGELES--(BUSINESS WIRE)-- Supply chain management has abolished inflation in world markets. This is good news for consumers but bad news for managers facing increased competition. The job of providing products and services is forever transformed. To thrive, managers must keep their supply chains aligned with company strategies -- a complex, difficult task.

The second edition of Supply Chain Project Management: A Structured Collaborative and Measurable Approach (CRC Press) prescribes a step-by-step disciplined approach for transforming the way companies design their supply chains. Publisher CRC Press describes the book as an “updated edition of the bestselling guide how to implement supply chain best practices.” CRC describes the author Jim Ayers as “an authority on supply chain implementation and management.”

Sources for the project processes include the author’s previous Handbook of Supply Chain Management and Retail Supply Chain Management plus the Project Management Institute’s Body of Knowledge. Topics covered include:

- Benchmarks to assess company abilities in supply chain and project management.
- Why supply chain design projects fail and the root causes.
- Enlisting people in one’s own company and from partner companies.
- Scoping supply chain projects and the rewards and pitfalls in tackling this important process.
- Selecting best practices developed by international organizations like the Council of Supply Chain Management Professionals.
- Defining and reducing risk in projects, including those that go with new information systems.
- How to organize and implement multicompany projects, including risk/reward sharing among partners.

Project templates detail four core supply chain project processes:

1. Formulating the supply chain strategy,
2. Developing collaborative relationships within company walls,
3. Forging partnerships with supply chain partners, and
4. Improving processes and systems all along the supply chain.

Essential to success is the demand-driven supply chain. Implementation steps, described in detail, shift decision-making from forecast-driven to demand-driven decision-making. Successful implementation replaces faulty forecasts with actual demand yielding the potential for huge benefits for the implementing company and its partners.

CGR, founded in 1984, provides supply chain and information technology consulting services. A Chinese version of Supply Chain Project Management will be available later in 2010.

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