

Handbuch Industrielles Beschaffungsmanagement

Internationale Konzepte & Innovative Instrumente & Aktuelle Praxisbeispiele

Hochkarätige Wissenschaftler und Führungskräfte aus dem In- und Ausland stellen ihr Wissen über ein professionelles Beschaffungsmanagement vor. In der 2. Auflage werden aktuelle Entwicklungen des modernen Beschaffungsmanagements, wie E-Markets, Cooperative Sourcing, Logistikzentren und Industrieparks, International Purchasing Offices etc. sowie die Einbindung der Beschaffung in Supply Chain Management-Konzepte, integriert.

Vision, clear strategy, and balanced deployment of resources provide essential frameworks for high innovation, but they are not sufficient in themselves. Top managements in successful innovating enterprises go much further: they ensure their firms will win in competition. They see that their strategies embody: • In-depth development of a few core competencies that give the company best-in world capabilities in a few key areas critical to customers. • More intellectual resources focused on these key areas than anyone else in the world. • Maximum leveraging of the enterprise's resources through alliances with and strategic outsourcing to best-in-world outside parties. Core Competency Strategies 2. A powerful strategic starting point is to build a selected set of core intellectual competencies - important to customers - in such depth that the company can stay on the leading edge of its fields, provide unique value to customers, and be flexible to meet the 2 changing demands of the market and competition. The essence of all strategy is to be able to focus more capability on a concentrated area than any other competitor can, yet maintain the needed flexibilities to meet unexpected environmental changes or competitive assaults. For a long time this meant concentrating more power on a product area than anyone else? But in the past decade, new technologies have created both the capability and the necessity for more refined strategies focusing on underlying intellectual- or service-based capabilities.



164,99 €

154,20 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783663015833

Medium: Buch

ISBN: 978-3-663-01583-3

Verlag: Gabler Verlag

Erscheinungstermin: 03.12.2014

Sprache(n): Deutsch

Auflage: 2. Auflage 2002. Softcover
Nachdruck of the original 2. Auflage 2002

Produktform: Kartoniert

Gewicht: 1858 g

Seiten: 1080

Format (B x H): 170 x 244 mm

