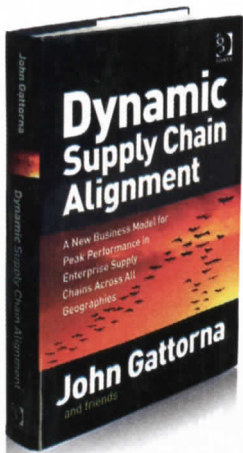


BOOK REVIEWS by Mike Hanley

- ● ● Buy it, read it
- ● If you are interested
- If you must



● **DYNAMIC SUPPLY CHAIN ALIGNMENT**

John Gattorna
Gower
£54 (online)

Readability ● ● ●

Usefulness ● ● ●

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THE MANAGEMENT practice that used to be called distribution has morphed in recent times from logistics into something that is truly critical to the health of every business – supply chain management. The field can make or break Australian businesses.

Much of our supply chain thinking is fixated on “lean” concepts – pioneered in the car industry – that aim to cut waste and reduce processing time. But not all customers behave like car buyers.

Medical equipment requires a supply chain with excess capacity, so life-saving orders can always be met. Natural disasters require

humanitarian chains created rapidly in the absence of real markets. And fashion demands supply that can be turned up or down regularly.

Former Accenture guru John Gattorna – and co-authors – detail at least four types of customer behaviours that require specific supply chain types.

Everything begins with the customer, says Gattorna, who focuses on models that align cultures and supply chains with markets. “The cause of non-performance is ... inside the enterprise, a Trojan horse,” he argues. “It is not competitor activity, as many would have us believe.”

The book’s 28 short chapters provide an easy-to-read review that will stimulate thinking among managers. It is particularly valuable for its Australian relevance. **Peter Roberts**