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A New Business Model for
Peak Performance in
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Geographies



John Gattorna
and friends

Dynamic Supply Chain Alignment

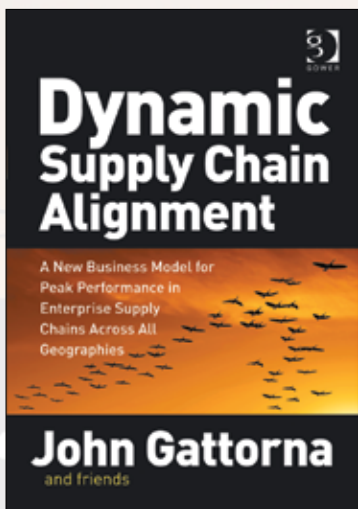
A New Business Model for Peak Performance in Enterprise Supply Chains Across All Geographies

John Gattorna and Friends

Just like the world financial system, but for different reasons, 21st-century corporations need a new business model for their enterprise supply chains. The old conventions no longer work in this new world of volatile and increasingly unpredictable supply and demand. The enterprise needs to become more “connected” to its own parts, as well as its partners up and down the chains it participates in. So too, we need to embrace new ways of looking at customers to gain deeper, more insightful impressions of what they are telling us about the way they want to buy our products and services. Finally, these signals need converting into corresponding action, driven by the people in the business, leaders and staff alike, who are aligned to their customers’ wishes. This is the world of dynamic supply chain alignment where, increasingly, supply chains are the business.

In the follow-up to his hugely successful *Strategic Supply Chain Alignment*, John Gattorna’s *Dynamic Supply Chain Alignment* explores how to create and sustain multiple supply chains with a level of flexibility and responsiveness that allow you to respond to opportunities and threats while at the same time aligning with your suppliers, your partners and your customers.

July 2009 440 pages
 Hardback 978-0-566-08822-3 \$99.95



Contents:

Preface; Prelude: Findings of expert panels: shades of things to come, *John Gattorna*; Enter the valley—ascend the mountain, *Anna Game-Lopata*; Glass wall, *Anna Game-Lopata*; Better than a cure, *Anna Game-Lopata*; Quantum leap forward, *Anna Game-Lopata*; New mantra, *Anna Game-Lopata*; Secret sauce, *Anna Game-Lopata*; The price of life—to do nothing is no longer an option, *Anna Game-Lopata*; Sustaining Gaia, *Anna Game-Lopata*; People powering supply chains, *John Gattorna*; ‘Requisite’ collaboration in enterprise supply chains, *John Gattorna*; Building relationships that create value, *Richard Wilding* and *Andrew Humphries*; Lean and agile supply chains, *John Gattorna*; The evolution of fully flexible supply chains, *Kate Hughes*; Humanitarian supply chains in action, *Kimberly Winter*; Enhanced civil-military collaboration in humanitarian supply chains, *Michael Whiting*; Revisiting and refining Lee’s ‘triple-A supply chain’, *John Gattorna*; Designing supply chain organizations for peak-performance, *John Gattorna*; The supply-side view and reverse logistics, *John Gattorna* and *Deborah Ellis*; Sales and operations planning, *Scott Githens*; Supply chain integration layer, *Nigel Jones*; Supply chain configurations and the impact of different pricing strategies, *Chung Chee Kong*; Performance measurement: shaping supply chain sub-cultures, *Linda Nuthall*; Using network optimization modeling to resolve complexity and align operations, *Deborah Ellis*; DHL Taiwan-aligning the express business with customers, *Stuart Whiting*; Aligning Fonterra’s global supply chain network, *Nigel Jones*; Supply chain alignment—Brazilian style, *Carlos Bremer*, *Rodrigo Cambiaghi Azevedo*, *Carlos Aravechia* and *Lucas Horta*; Supply chain alignment—European style, *Janet Godsell*; Corporate social responsibility in enterprise supply chains, *Mark Reynolds* and *Leeora Black*; Building sustainable supply chains for the future, *Mike Bernon*; Managing disruptions in contemporary supply chains, *Kevin Hendriks* and *Vinod Singhal*; The coming of age of 3rd party logistics providers, *Jeremy Clarke* and *John Gattorna*; Tax-aligned supply chains, *Brett Campbell* and *Alyson Rodi*; The emergence of national logistics cities, *Pieter Nagel*, *Michael Proffitt*, *Keith Toh* and *Roger Oakden*; Importance of intellectual capital and knowledge in the design and operation of enterprise supply chains, *Kate Andrews*; China and India: future giants of supply chain developments in the 21st century, *Paul Bradley*; The supply chains of 2030, *John Gattorna* and *Deborah Ellis*; Last word, *John Gattorna*; Index.

About the Author:

Dr. John Gattorna is an acknowledged “thought leader” on the global supply chain scene. For over two decades he has researched, consulted and worked in various capacities in and around enterprise supply chains. He established and led the Australian and South Asian Accenture supply chain practice, 1995–2002, and has since focused on advising boards and senior management on how to improve the “alignment” of their enterprise supply chains with customers, suppliers and third party providers.

He is much sought after as a speaker on the international conference circuit, and holds a number of visiting professorships at universities in Australia (Macquarie Graduate School of Management and Victoria University), the UK (Cranfield School of Management), and Europe (Normandy Business School). John always welcomes contact from interested parties in the global supply chain community, and he can be contacted as follows:

Email: john@johngattorna.com Website: www.johngattorna.com

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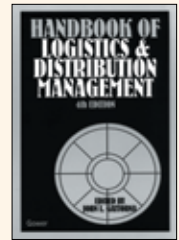
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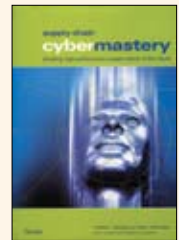
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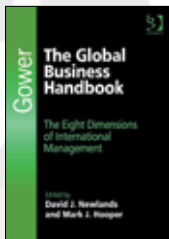
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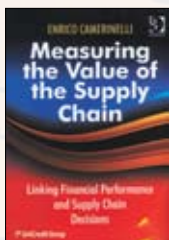
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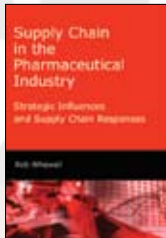
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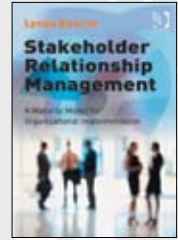
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Edited by Clare Brindley,
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