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Aperity, Inc., an innovative provider of data management and analytic solutions for supply chain partners, announced today that advertising technology provider El Toro has joined the Aperity Beverage Data Exchange. As part of the partnership, Aperity will now utilize El Toro ' s suite of data and digital marketing services, including advanced analytics, mobile location marketing and IP ...

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Across a range of industries, once-leading companies are in trouble: Walmart, IBM, Pfizer, HP, and The Gap to name a few. But others are thriving. The difference is how the company ' s leaders view their supply chain: Is it just about cutting cost or do they see its hidden tools for outperforming the competition? Steve Jobs, upon returning to Apple in 1997, focused on transforming the supply chain. He hired Tim Cook--and the company sped up the development of new products, getting them into consumers' hands faster. The rest is history. While competitors were shutting stores, Zara ' s highly responsive supply chain made it the most valued company in the retail space and its founder, the richest man in Europe. Showcasing real solutions learned from true success stories like these and many others, The

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Supply Chain Revolution provides for business leaders the secrets to succeeding in a disruptive world. They will learn to:

- Make alliances more successful
- Simplify and debottleneck the supply chain
- Boost retail success by managing store investment
- Improve customer satisfaction and increase revenue
- And more!

Every year, more businesses fail because of their old-school views toward cutting costs, and they usually begin with the supply chain. Don ' t go down with that ship! Discover how the right supply chain can actually help you thrive.

It's time to flip conventional thinking and view your supply chain as more than just a means to cut cost. They are the key to outperforming the competition!

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The COVID-19 pandemic has taken precious lives and devastated the global economy. It has also revealed chinks in our supply chains. Not only have manufacturers found themselves scrambling unsuccessfully to find new suppliers when their Asian sources shut down, but the Western world has experienced across-the-board shortages of essential consumer packaged goods for the first time in decades. Blockchain technology has the potential to minimize these kinds of pandemic disruptions. In this book, some of the world's top experts show how blockchain--in combination with other innovations such as additive manufacturing, artificial intelligence, and the Internet of Things--can address longstanding problems that make the business of getting

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goods to customers so slow and expensive, especially in crises. Today's supply chains are complex, as they move resources through trucks, planes, boats, and trains. Too many parties rely on a hodgepodge of documents and intermediaries to do business, which make the whereabouts and custody of goods unclear. That's why, in a pandemic, uninformed consumers might reasonably believe that toilet paper won't be available for many months. Enter blockchain--the Internet of Value. For the first time in human history, individuals and organizations can manage and trade their assets digitally peer to peer. In doing so, they will reinvent global commerce and how we exchange value. This will transform the best practices of operations, logistics, procurement and purchasing, transportation, customs and

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border control, trade finance and insurance, manufacturing, and inventory management. Global supply chains are ripe for disruption at every level and in every role. Supply Chain Revolution identifies what leaders should be doing now to prepare their organizations for the inevitable decentralized future. Enterprise executives and entrepreneurs alike will find ideas and opportunities to discuss with their stakeholders and decide how best to participate in the blockchain revolution.

Creating, launching, and scaling a product is one of the hardest things a person can do. As many entrepreneurs know all too well, creating a great product is only half the battle. You can engineer a brilliant product, design it for

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manufacturing, and engage millions of interested customers, but if you don't design your supply chain well, they will never receive it. A great supply chain is as essential to a startup as good design, engineering, and marketing. In this book, you'll learn how to design a supply chain out of nothing and scale it efficiently and effectively. Unlike many books on supply chain, you'll find targeted supply chain advice for entrepreneurs, not a jargon-filled textbook. You'll discover the threads that run through the supply chain of every successful startup and how to apply them to your company. This book is your essential guide to building and launching your product and supply chain right the first time.

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Increase your knowledge of supply chain management and leverage it properly for your business. If you own or make decisions for a business, you need to master the critical concept of supply chain management. Supply Chain Management For Dummies, 2nd Edition guides you to an understanding of what a supply chain is and how to leverage this system effectively across your business, no matter its size or industry. The book helps you learn about the areas of business that make up a supply chain, from procurement to operations to distribution. And it explains the importance of supporting functions like sales, information technology, and human resources. You ' ll be prepared to align the parts of this system to meet the needs of customers, suppliers, and shareholders. By viewing the company as a supply chain,

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you' ll be able to make decisions based on how they will affect every part of the chain. To help you fully understand supply chains, the author focuses on the Supply Chain Operations Reference (SCOR) model. This approach allows all types of professionals to handle their work demands. • Use metrics to improve processes • Evaluate business risks through analytics • Choose the right software and automation processes • Plan for your supply chain management certification and continuing education A single business decision in one department can have unplanned effects in one or more areas, such as purchasing or operations. Supply Chain Management For Dummies helps you grasp the connections between business lines for wiser decision making and planning.

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This book, developed in collaboration with the Rutgers Center for Supply Chain Management and based upon research projects conducted with over 100 participating corporations, combines theory and practice in presenting the concepts necessary for strategic implementation of supply chain management techniques in a global environment. Coauthored by top teaching and research faculty and a senior industry executive, this academic/industry partnership ensures the relevance of the text in terms of both practical application and academic rigor. This book introduces students to the key drivers of supply chain performance, including demand forecasting, sales and operations planning, inventory control, capacity analysis,

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Logistics For A Finely Competitive World transportation models, supply chain integration, and project management and risk analysis. It is enhanced by real-life examples and case studies as well as strategies from best practices and a focus on social and economic impact. The content reaches beyond a traditional operations management text and draws on the extensive experience of the authors conducting industry projects through the Rutgers Center for Supply Chain Management. The input of senior business executives has been an invaluable asset in presenting a balanced knowledge of both quantitative models and qualitative insights. This book is suitable for courses at the MBA core level, MS in supply chain management level, upper undergraduate level, and also suitable for executive education. Request Inspection Copy

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Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

Much has been written about Covid-19 victims, how scientists raced to understand and treat the disease, and how governments did (or did not) protect their citizens. Less has been written about the pandemic 's impact on the global economy and how companies coped as the competitive environment was upended. In his new book, "The New (Ab)Normal", MIT Professor Yossi Sheffi maps how the Covid-19 pandemic impacted business, supply chains, and society. He exposes the critical role supply chains play in

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helping people, governments, and companies to manage the crisis. The book draws on executive interviews, pandemic media coverage, and historical analyses. Sheffi also builds on themes from his books "The Resilient Enterprise" (2005) and "The Power of Resilience" (2015) to enrich the narrative. The author paints a compelling picture of how the Covid-19 virus is changing many facets of human life and what our post-pandemic world might look like. This must-read book helps companies to redefine their business models and adjust to a fast-evolving economic landscape. The stage is set In Part 1 of the book, " What Happened, " the author looks at how companies fought to mend the global economic fabric even as the virus ripped more holes in it. Part 2, " Living with Uncertainty, " views the crisis through a supply chain risk

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management lens derived from Yossi Sheffi's previous books. This perspective shows how companies create corporate immune systems to quickly recognize and manage large-scale disruptions. The ongoing pandemic is creating a new normal in life, work, and education—covered in Part 3, “Adjustment Required.” Consumer fears about the contagion as well as government mandates require businesses in industries such as retail, hospitality, entertainment, sports, and education to create “safe zones” for workers and customers. Many elements of the book – especially in Part 4, “Supply Chains for the Future” – show how the virus accelerated preexisting trends in technology adoption. China was the epicenter of the pandemic; it also was the first nation to be disrupted and

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recover. Part 5 of the book, “Of Politics and Pandemics,” explains why reports that companies are abandoning China in favor of other offshore manufacturing centers do not reflect reality. Fundamentally, The New (Ab)Normal is about businesses trying to create a better future in a time of extreme uncertainty – a point emphasized in Part 6, “The Next Opportunities.” The outlook is not necessarily gloomy. The advance of technology is accelerating, a trend that can level the playing field between small and large companies. Nimble small businesses are using a growing array of off-the-shelf cloud computing and mobile apps to deploy sophisticated technologies in their supply chains and customer interfaces. The New (Ab)Normal Another new normal is working from home. Remote working enables

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Individuals to live anywhere and companies to recruit talent from anywhere. Education, especially higher education, faces a major disruption (and major opportunity) that is likely to shake the high-cost model of in-person education in favor of online or hybrid education. Regrettably, the book recognizes one trend accentuated by Covid-19--the growing inequality, and anticipates that the new normal will be more stratified.

The bestselling guide to the field, updated with the latest innovations Essentials of Supply Chain Management is the definitive guide to the field, providing both broad coverage and necessary detail from a practical, real-world perspective. From clear explanation of fundamental concepts to insightful discussion of supply chain innovation, this book offers

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students and professionals a comprehensive introduction with immediately-applicable understanding. The fourth edition has been updated to reflect the current state of the field, with coverage of the latest technologies and new case studies that illustrate critical concepts in action. Organized for easy navigation and ease-of-use, this invaluable guide also serves as a quick reference for managers in the field seeking tips and techniques for maximizing efficiency and turning the supply chain into a source of competitive advantage. The supply chain underpins the entire structure of manufacturing and retailing. Well-run, it can help a company become a global behemoth—or, if poorly-managed, it can sink a company before the product ever sees the light of day. The supply chain involves many moving parts,

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constantly-changing variables, and a network of other business that may have different priorities and interests—keeping it all running smoothly is a complex, but immensely powerful skill. This book takes you inside the supply chain to show you what you need to know.

Understand the fundamental concepts behind supply chain management Learn how supply chains work, and how to measure their performance Explore the ways in which innovation is improving supply chains around the world Examine the supply chain as a source of competitive advantage Whether you ' re at the front or the back of your supply chain, your business is affected by every other company and event in the chain. Deep understanding and a host of practical skills are required to accurately predict,

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Logistics For A Fiercely Competitive World react to, and manage the ever-changing stream of events that could potentially disrupt the flow. Essentials of Supply Chain Management prepares you to take on the challenge and succeed.

The first book of its kind, Legal Blacksmith: How to Avoid and Defend Supply Chain Disputes explains how to optimize supply chain relationships, starting with marketing outreaches and supplier bidding through handling legal disputes when supply chain relationships fail. This book describes, in a clear and understandable way, the law that governs each stage of supply chain relationships, how to structure supply chain contracts to accommodate particular issues and concerns, and how to right a supply chain

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