Managing Global Supply Chain Relationships: Operations, Strategies and Practices

Barbara Flynn (Indiana University, USA), Michiya Morita (Gakushuin University, Japan) and Jose Machuca (Universidad de Sevilla, Spain)

Recent news events related to quality in global supply chains have called attention to the need for more research on supply chains that operate in a global context. Indeed, it would be difficult to find a supply chain that does not cut across national boundaries at some point. The presence of global supply chains introduces a number of new management challenges.

Managing Global Supply Chain Relationships: Operations, Strategies and Practices focuses on issues related to relationships among members of global supply chains. This comprehensive work addresses three important aspects of global supply chain relationships: supply chain integration and collaboration; outsourcing and offshoring of production; and recent growth in supplier networks.

Topics Covered:
- Angles of integration and information integration
- Collaborative buyer-seller relationships
- Intelligent and demand driven manufacturing networks
- Internal supply chain integration
- Managing long-term partnerships
- Network marketing strategy
- Offshoring implementation and management
- Outsourcing of new product development
- Power and opportunism in supply chain
- Supplier integration

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