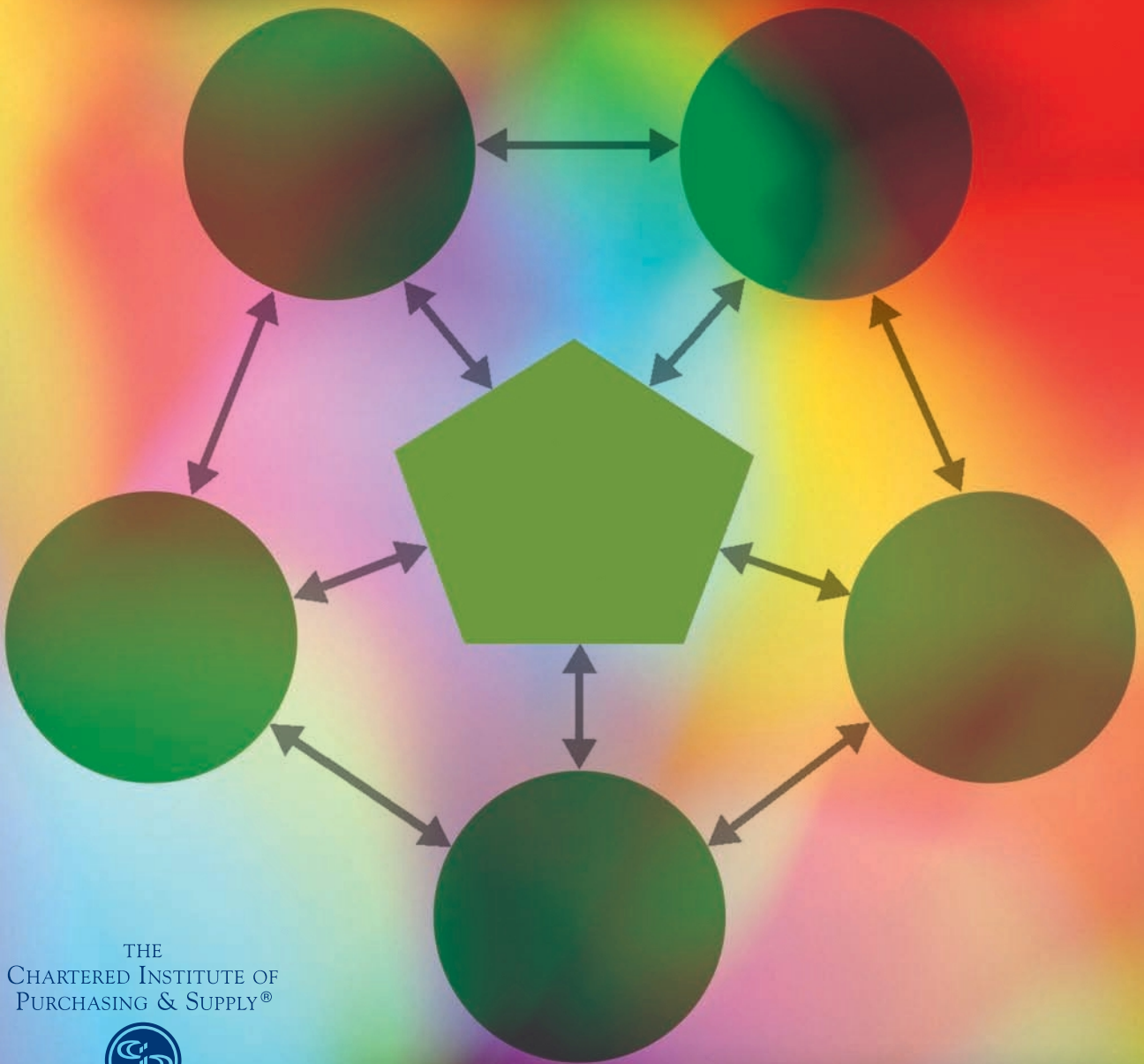


STRATEGIC SUPPLY MANAGEMENT

PRINCIPLES, THEORIES AND PRACTICE



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PAUL COUSINS • RICHARD LAMMING
BENN LAWSON • BRIAN SQUIRE

Strategic Supply Management

'Cousins et al. have drawn from their extensive experience in industry, and crafted a book that provides deep contextual insights into why supply chains are the foundation for competitive strategy, the dynamics that drive economic change, and most importantly, the importance of relationships as the glue that keeps supply chains functioning properly. Executives and students will benefit from the frameworks, examples, and discussions in this book, which should be on the bookshelves of everyone who has an interest in global competitiveness.'

Rob Handfield

Bank of America University Distinguished Professor of Supply Chain Management

North Carolina State University

Consulting Editor, *Journal of Operations Management*

Director, Supply Chain Resource Cooperative

Strategic Supply Management

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