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# Strategic Sourcing in the New Economy: Harnessing the Potential of Sourcing Business Models for Modern Procurement

*Bonnie Keith, Kate Vitasek, Karl Manrodt, Jeanne Kling*  
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## STRATEGIC SOURCING IN THE NEW ECONOMY

Harnessing the Potential of Sourcing  
Business Models for Modern Procurement



Bonnie Keith • Kate Vitasek • Karl Manrodt • Jeanne Kling

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This book provides a comprehensive overview of each of the sourcing business model. Readers will master the art and science of strategic sourcing by being able to chart a unique path that fits their capacity to apply more the full continuum of strategic sourcing concepts and tools.

'Everyone in procurement should read this book. It shows customers and suppliers how to take a long-term value approach to work together and increase their business through true partnership.' -Bernd Huber, Head of Sourcing Center of Excellence, Google"Strategic Sourcing in the New Economy delivers the perfect blend of theory and practice in a work which is part guidebook, part manifesto, and part call to arms. If you work in or around procurement, sourcing or outsourcing-or indeed in any field involving deal negotiation-you will want to pin this right at the top of your reading list.' -Jamie Liddell, Editor, Outsource Magazine"The procurement industry is full of buzz around collaborating with suppliers as a way to achieve business outcomes. By collaborating and building supplier relationships, extraordinary business results can be achieved. This book offers new insight for even the most experienced seasoned procurement professional.' -Tony Abate, Chief Procurement Officer, Cigna"This book promotes a professional environment in which one which asks 'what is the best sourcing business model for my specific business needs?' Strategic Sourcing in the New Economy is about thinking and learning; it's about creating choices and about reaching and surpassing business goals-it takes the reader way beyond the traditional procurement goal of simply reducing costs.' -Gerard Chick, Chief Knowledge Officer, Optimum Procurement Group"If you can read only one book this year, this should be that book!' -Robert J. Trent, Ph.D., Director, of the Center for Value Chain Research, Lehigh University"Strategic Sourcing in the New Economy brings forward elegant insights and new approaches backed by solid academic and practical research. The bottom line: executives and outsourcing professionals ignore the lessons in this book at their-and their organizations'-peril." -Michael Corbett, Chairman, International Association of Outsourcing Professionals (IAOP)"Essential reading for procurement professionals in every industry.' -Leslie Willcocks, Professor of Technology Work and Globalisation, London School of EconomicsAbout the AuthorBonnie Keith is President of The Forefront Group, a leader in Strategic Sourcing Transformation, and an adjunct faculty for the University of Tennessee. Bonnie held Executive and Officer positions for three Fortune 100 companies and two Fortune 500 companies and has been recognized by the Wall Street Journal, and other notable publications for providing successful international procurement and supply management business strategies. She was a member of a White House Advisory Council for the Pharmaceutical Industry. Kate Vitasek is a world authority on highly collaborative win-win relationships for her award-winning research and Vestedreg; business model. Author of 6 books and a faculty member at the University of Tennessee, Vitasek has been lauded by World Trade Magazine as one of the 'Fabulous 50+1' most influential people impacting global commerce. Vitasek is a contributor for Forbes magazine and has been featured on CNN International, Bloomberg, NPR and Fox Business News. Karl Manrodt is a Professor of Logistics in the Department of Management at Georgia College and State University. The author of five books and more than 50 scholarly articles, Manrodt was recognized as a 'Rainmaker' by DC Velocity Magazine and has served on journal editorial boards and various associations in the discipline. Manrodt is a popular speaker and has travelled

around the world sharing his insights and advice for how to create a world-class supply chain. Jeanne Kling is a Research Associate with the Vested team at the University of Tennessee. She has co-authored numerous case studies and two books. She served as President of the Minnesota State Board of Education and has also held several national educational policy offices. The Business and Professional Women Association named Kling 'Minnesota Business Woman of the Year.'