

Building Effective Value Chains: Value and its Management

Tom McGuffog

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Tom McGuffog : Building Effective Value Chains: Value and its Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Effective Value Chains: Value and its Management:

0 of 0 people found the following review helpful. UsefulBy DarrenIngram_dot_com Value chains are not exactly new, they are a fairly common buzzword in the executive suite nowadays, yet many don't understand the real meaning and benefit of them. This book provides an easy-to-understand, actionable and focussed look at what a value chain is and how it can be implemented throughout a company at all stages to work for its common good. The author sets out to challenge existing thinking, if required, and show how a value chain can help a business and individual departments or

functions within it. Stating that the value chain is the early stage of a journey, the reader is encouraged to see how it should be an integral part of all operations. Backed up with a host of case studies drawing from the public and private sector, the reader can mix theory, opinion and established operational practice together for good measure. What is more, the book seems to be equally capable of being a great companion to 'old hands' and 'the inexperienced' at the same time. The author clearly knows his onions and how to articulate it; he has been involved in the development of modern value chain management for a few decades! It was an enjoyable read that really draws you in. Each chapter is short too, albeit packing a powerful punch in relatively few pages. Even the most harassed, time-short executive has no excuse for not consulting this book and seeking, in time, to implement its wisdom as relevant. Definitely a book worthy of consideration; before your business rivals discover it!

The value chain describes the full range of activities that firms and workers do to bring a product from its conception to its end use and beyond. This includes activities such as design, production, marketing, distribution and support to the final consumer. Value chain activities can occur within or between firms, within a single geographical location or spread across wider areas, and can produce goods or services. The overall goal of the value chain is to create value that exceeds the cost of providing a product or service, thus generating a profit margin. The concept of the value chain is at the early stages of a journey and many people still think conventionally. *Building Effective Value Chains* challenges this notion, helping people to think differently and to pursue the right goal in business. *Building Effective Value Chains* gives practical, easily understood advice on enhancing the value chain, supported by case studies from both the public and private sector that illustrate how the methodology that can be applied to different value chains. The book also considers the commercial value of the value chain as well as the academic origins of the value chain. Author Tom McGuffog shares his knowledge and experience from working in Rowntree and Nestle, the UK Procurement Agency, the Defence Logistics Organisation, and NHS Purchasing and Supply. Taking a global perspective, the issues discussed in this book are applicable internationally. *Building Effective Value Chains* includes executive summaries at the end of each chapter, useful online materials, and a comprehensive list of references.

About the Author Tom McGuffog was Executive Director of Supply Chain, Purchasing, Logistics, IT, and E-business at Rowntree and Nestle. He currently writes, teaches, and advises organizations on defining and managing value chains. He is also a visiting professor and a senior fellow at the Universities of Glasgow and Bath.