

Your Step-By-step Instruction Guide to Bringing Manufacturing Back to America

13 Steps to Manufacturing in China

The Definitive Guide to Opening a Plant, From Site Location to Plant Start-Up

The Purchasing Chessboard

42 Rules of Marketing (2nd Edition)

How e-commerce giant Alibaba is giving grassroots entrepreneurs the power and drive to succeed in the e-commerce market—and you can, too... The world’s largest online trading platform, Alibaba has created an astounding model for enterprise and growth in the 21st century. The story behind Alibaba’s incredible success is not only fascinating, it’s truly inspiring—especially if you’re a small business owner or ambitious entrepreneur who wants to increase sales, satisfy customers, and drive innovation in the e-commerce world. THE ALIBABA WAY will show you: * How rural villagers with little experience—and even less resources—are lifting themselves out of poverty using Alibaba’s online trading site, Taobao.com * How small local businesses are growing into nationwide industries by adapting to the needs, preferences, and buying habits of Alibaba customers * How online sellers are finding exciting new ways to “routinize” innovation by using the Alibaba platform to identify trends, customize services, and boost production * How grassroots individuals can borrow money without a credit record or collateral; and make money by establishing a wealth management account Now available in America for the first time, the case studies and targeted essays in this eye-opening book reveal the greatest sales secrets of China’s amazing online successes—secrets that can be used to grow your own small business into a sustainable, global powerhouse. This is the most cost-effective way to make the most of your resources—and take the e-commerce world by storm. This is The Alibaba Way—growing by unleashing grassroots entrepreneurship. It’s the ultimate e-commerce success story—a powerful new growth model for small business start-ups and grassroots entrepreneurs. Part eBay, part Google, part PayPal, the Chinese company known as Alibaba was launched by its founder Jack Ma in 1999 in a small apartment with a staff of only eighteen people. It quickly became one of the fastest growing Internet companies in the world, with more than 10 million e-commerce participants and a digital ecosystem serving a hundred million consumers per day. In The Alibaba Way—the first full-length account of this e-commerce phenomenon—you’ll go behind the scenes and inside the sites that drive seemingly ordinary online sellers to extraordinary levels of success. Their stories will provide you with not just a road map to riches, but an invaluable lesson in entrepreneurship. You’ll learn how to: * Unleash your entrepreneurial spirit and grow a grassroots empire * Make innovation a routine of your daily business operation * Use emerging technologies to expand your company across multiple markets * Tailor your online presence to meet changing customer’s needs and habits * Increase your productivity by making your vendors more productive * Go global, get mobile, and turn your e-business start-up into a worldwide success Featuring brilliant insights and advice from global business experts, The Alibaba Way offers American entrepreneurs a rare opportunity to see the latest innovations—and borrow the greatest ideas—from a new generation of young Chinese entrepreneurs inspired by the Alibaba model. You’ll learn how to compete with the biggest and the best—even if you have the smallest of budgets—by leveraging the power of microfinance and e-commerce to help level the playing field. You’ll hear exhilarating stories from a small rural community transformed by the introduction of Internet access, discovering creative new ways to sell and trade and grow their businesses, the Alibaba way. Most importantly, you’ll find practical, proven strategies of online selling that have turned small businesses into major players—and Alibaba into the e-commerce giant it is today. There are so many ways to take your business online. But the best way to make it grow and succeed beyond your wildest dreams is The Alibaba Way. Dr. Ying Lowrey is an Economics Professor at the School of Social Sciences, Tsinghua University, and Deputy Director of Tsinghua Research Center for Chinese Entrepreneurs. Previously she was senior economist at the US Small Business Administration and professor of economics at several US universities. She believes in that the Internet makes small even more beautiful.

The latest best practice guidance on all aspects of global strategic sourcing—including environmental and international issues Strategic Global Sourcing Best Practices covers the latest trends and leading edge processes in global strategic sourcing, including supply management, t, sustainability, financial decisions, risk management, and international strategies. Offers the latest trends and guidance for sourcing and supply managers Features coverage of understanding sourcing, procurement and supply management, procurement and best business practices, best practices in sourcing management and global sourcing management, financial strategies for sourcing, responsible procurement,diversity procurement, managing risk, supplier selection, project management for procurement and supply managers, managing supplier relationships, international sourcing, managing supplier relationships supply management operations, With the rise of global supply chains, environmental/sustainability concerns, and constantly evolving technology, the time is right for understanding Strategic Global Sourcing Best Practices.

This public domain book is an open and compatible implementation of the Uniform System of Citation.

With few exceptions, the service business is viewed as a "necessary evil." Servicing products, after they are sold and in customers' hands, is frequently overlooked and can be a source of customer dissatisfaction and profit loss. This thinking results in missed opportunities to convert customers into advocates and to generate significant business revenue. If you are in the field service business, you should be designing solutions that benefit the customer and are profitable for your company. This includes developing a field service strategy, organizing the service business, optimizing field inventories, implementing Customer Relationship Management (CRM) and tailoring sales incentives. Complicating field service operations in today's environment is the global nature of the installed base and where in the world your products and spares are manufactured. Sourcing global parts, managing the parts supply chain and the investment required are the things that keep managers up at night. This book provides 42 essential rules to benchmark and develop a global service business. You will learn: How to develop a profitable field service strategy and organization How to survey customers and drive improvement in field service operations The impact of poor field service on the bottom line What to do in an emergency What to consider when developing field repair inventories What systems and tools to consider ...and much more Rosemary Coates and Jim Reilly have a combined 50+ years of global manufacturing and field service experience from companies such as Hewlett Packard and Cisco as well as the US Military. In addition they have worked on consulting engagements with a proven track record of amazing field service results. They offer insights and recommendations based on real-world experience

Strategic Sourcing Management

Strategic Negotiation for Buyers

How Precision Engineers Created the Modern World

One Word at a Time

Fact Based Negotiation with Case Study Examples

Purchasing and Supply Chain Management

Public Procurement Fundamentals

Strategic Sourcing Management examines procurement and supply management in detail, covering the three dimensions of competitiveness, effectiveness and efficiency. Written by Olivier Briel, Professor Emeritus HEC Paris, and a team of contributing experts from academia, consulting and industry, the book is organised into four parts: strategic decisions; operational management of procurement and related supply chain; management of human resources and dedicated information systems; management of performance and change. This book has been written with a comprehensive global and coherent approach but the chapters are self-standing, enabling the reader to dip into different sections according to need. Strategic Sourcing Management considers both tactical and strategic perspectives that link with a corporate strategy and it includes dedicated chapters on how to set up a Strategic Sourcing function. The text is enriched with clear graphics and solid examples of best practice. Strategic Sourcing Management is a robust text based on both research and experience, so an essential reference for practitioners and academics working in or studying procurement and supply management. It is suitable for anyone involved in procurement and supply management at a senior level but also for general management enabling them to understand the mechanisms of value creation through Strategic Sourcing.

A Practical Guide for Telesales, Telemarketing, Direct Marketing and Lead Generation

The Reshoring Guidebook

Breaking the Rules Tarot