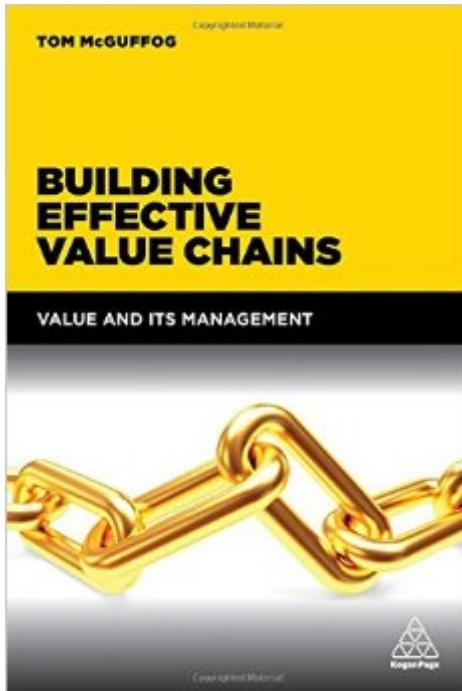


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# Building Effective Value Chains: Value And Its Management



## Synopsis

The value chain describes the actions (such as design, production, marketing, and distribution) that organizations take to bring a product from its conception to its end use (and beyond). The value chain can take place within or between firms, within a single geographic location or spread across a wide area, and can produce goods or services. Its overall goal is to create value that exceeds the cost of production/service and generates a profit margin. *Building Effective Value Chains* gives practical, easily understood advice on enhancing the value chains, supported by case studies. Author Tom McGuffog covers realizing value and value chain management; the optimal sequence of decisions; the value in value chain management; constructing sound value chain process and data architectures; value chain collaboration and competition; effective and integrated value chain planning; managing uncertainty; and valuable steps to success and future value chain R&D.

## Book Information

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## Customer Reviews

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 a œold hands• and a œthe inexperienced• at the same time. The author clearly knows his onions and how to articulate it a “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 a | before your business rivals discover it!

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