



Supplier Relationship Management: Unlocking the Hidden Value in Your Supply Base

Jonathan O'Brien

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The supply base represents a wealth of opportunity that can bring significant value to an organization's brand value, competitive position and future security.

This book discusses the process of Supplier Relationship Management (SRM) – a discipline used to strategically plan and manage interactions with suppliers. Jonathan O'Brien offers a practical and structured approach to understanding and implementing SRM. He explores how to get the most out of a supply base by identifying the most important suppliers, improving and measuring current relationships and what to do when a relationship changes.

Topics covered include: identifying the power of a supply base, comparing suppliers, Supplier Management (SM) versus SRM, measurement approaches, improvement processes, the role of category management, reducing risk, internal SRM strategies and the life of a supplier relationship.

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