



Global Sourcing - The strategic reorientation of purchasing

By Wolfgang Schneid

GRIN Verlag GmbH Mai 2010, 2010. Taschenbuch. Book Condition: Neu. 211x144x20 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Business economics - Supply, Production, Logistics, grade: 1,3, Heidenheim University of Cooperative Education, course: International Management, 6 entries in the bibliography, language: English, comment: , abstract: Es ist nicht genug zu wissen, man muß es auch anwenden; Es ist nicht genug zu wollen, man muß es auch tun. Goethe Globalisation of markets progresses rapidly and leads to more competition. In times of Supply Chain Management, Cost Saving Measures and Outsourcing companies have to reorient their business planning. New concepts are necessary to reach a cost efficient production. In this context, globalisation must not only be considered as global selling of own products. With the same effort global logistics and procurement have to be taken into account to gain global success. Global Sourcing is already known as conscious orientation of a purchasing strategy. However, its implementation hasn't gone far yet. Increasing economical interweaving and better technological possibilities make Global Sourcing, even for middle-class companies more relevant than never before. Global Sourcing is more than just buying goods...

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