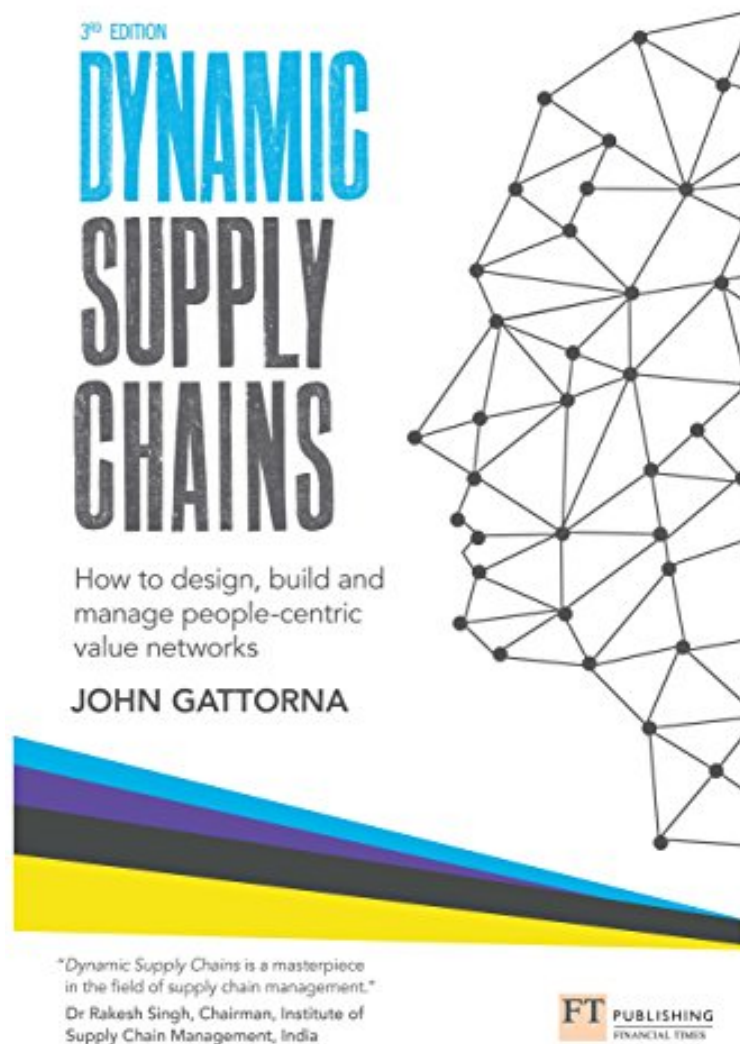


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# Dynamic Supply Chains: How to design, build and manage people-centric value networks

John Gattorna

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**John Gattorna : Dynamic Supply Chains: How to design, build and manage people-centric value networks** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dynamic Supply Chains: How to design, build and manage people-centric value networks:

2 of 2 people found the following review helpful. The "WHY" "HOW TO" book on Dynamic Supply Chains.By Mark D. "DYNAMIC SUPPLY CHAINS";How to design, build and manage people-centric value chainsBy: Dr. John GattornaReview by Dr. Mark DoctoroffThis most recent edition of John Gattorna's encyclopedic book on

supply chains represents a further advance in thinking about optimizing and executing dynamic supply chains. John's broad experience incorporates helpful insights regarding all types of business located in all regions of the world. The evolution in thinking/analysis over the past 50 years is presented as a backdrop to the need to continually enhance the efficacy of a corporation's/organization's "central nervous system". The book helps the reader in pragmatic/concrete ways to understand how and why specific organizational design changes are necessary for sustainability and ongoing success- no matter the type of business. The intellectual framework encompasses the ways that changing needs of markets and customers impact on appropriate strategy, optimal management styles, effective organizational structures and how best to adapt to ever present changes. Senior executives, managers and EMBA/MBA students will find very useful and operational means to design, implement and assess specific redesigns in a corporation's operations.

5 of 5 people found the following review helpful. Dynamic Supply Chains: Delivering value through people By Shong-Iee Ivan Su Dynamic Supply Chains: Delivering value through people (2nd Edition) (Financial Times Series) This is a great book that is non-traditional in supply chain management books. This book allows me to teach EMBA students to learn supply chain management from a strategic and people perspectives in supply chain planning and analysis course in our school. Before I used this text two years ago, I normally teach more technical supply chain planning contents focusing more on process and technology. Of course, process and technology are important for supply chain management but most of the students can not take those knowledge and apply them directly in their works due to their non-technical backgrounds from marketing, logistics, operations and finance. The conceptual framework of this book include four parts: customers (marketplace), supply chain strategies (lean, agile, continuous replenishment, and fully flexible), internal cultures (execution organization in the firm or non-profit institute), and leadership (those people who shape the culture in the firm). Dr. Jattorna, throughout his long term consulting field works and academic research, has developed survey instruments based on behavioral science that can assess or segment each part into three to four or five behavioral types and examine if these parts are aligned or not. If there is mis-alignment between any two adjacent parts, it represents opportunities for alignments and reformulating supply chain strategies into more effective ones. In my class, students are managers and specialists staff from well-known international firms and also local businesses. They are divided into several groups and select a firm among group members to conduct a term project applying survey tools in the book for the assessment of supply chain alignment of the selected firm. Most projects provide insightful information useful to detect mis-alignment (or alignment) between supply chain strategy and customer segments. I am glad that in the second edition Dr. Jattorna included a chapter on supply-side alignment framework. This has expanded the application range for those students with procurement role in the business. I guess I am lucky to find the book and use it in my class to cultivate our students to become a living (rather than machine) supply chain managers.

1 of 1 people found the following review helpful. Dynamic Supply Chains By skytrain I had extensive experiences in global supply chain and read many supply chain related books and articles in the past 10 years upon my graduation from one of the top MBAs in supply chain in the states. The Book of Dynamic Supply Chains written by John Gattorna is one of the best. He did a great job of articulating the complexity of the business world around the globe and offering several insightful supply chain models from continuous replenishment to lean to agile to fully flexible supply chains, and the hybrid supply chain models in some highly complex business environments. I have practiced the lean supply chain, agile supply chain, and to some degree the fully flexible supply chain in Asia Pacific operations I am responsible for, and these theories proved working very well in the current business world. I highly recommend this book.

"Dynamic Supply Chains" is a masterpiece in the field of supply chain management. Dr. Rakesh Singh, Chairman, Institute of Supply Chain Management, India Dynamic supply chains are at the heart of your business. You need to get them right. Are your supply chains equipped to compete for a faster, more flexible future? Supply chains are not just part of your business: in many ways they are your business. They are made up of living, active people, and to really get supply chains right you need to capture the dynamism that people can bring to the flow of goods and services, both inside and outside your business. In this third edition of Dynamic Supply Chains, renowned international expert John Gattorna gives you a practical and effective new model for supply chains that will help you get closer to your customers and suppliers, and set your business on a new path to growth. John's "outside-in" philosophy is based on "Design Thinking" principles, underpinned by business analytics, visualization, and the passion to get things done. This is indeed, supply chains by design.

"Dynamic Supply Chains can be considered a 'magnum opus' in every sense of the term. The practical advice is sound, the examples and anecdotes are telling, and the explanations of the core concepts are clear. Most important, the book really gets you thinking differently and realistically about how to take supply chain performance to a new level. Check it out; it's definitely a worthwhile investment." Francis J. Quinn, Editorial Director, Supply Chain Management "I advise organizations on supply chain management and performance improvement on a daily basis. I am naturally drawn to the subject of organizational

theory: leadership, management approaches, industrial and organizational studies, etc. ndash; since I was a first year student at the university. I spend significant amount of time reading books and articles trying to understand how organizations and management approaches have evolved over the past ten centuries, and in understanding the anatomy and physiology of future organizations and industries. John Gattornarsquo;s book, ldquo;Dynamic Supply Chains: Delivering Value Through Peoplerdquo;, is so amazing I found myself reading it for the second time, all the way from page xi. This book is so good I almost underlined every sentence in agreement. ldquo;Dynamic Supply Chainsrdquo; inspired me to undertake a research study on value networks. I would like to thank John for sharing his knowledge and wisdom with us."