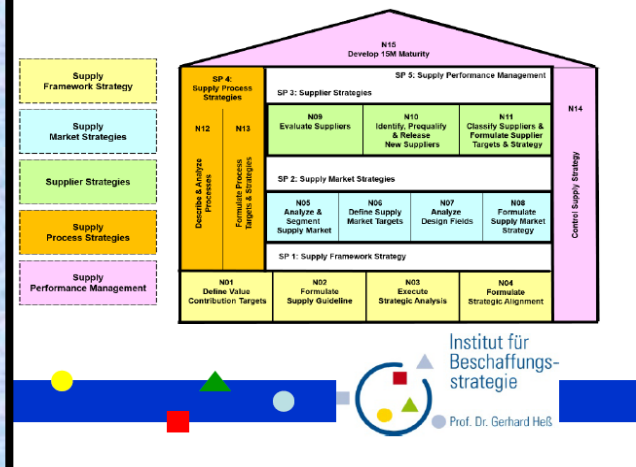


Gerhard Heß

Strategic Purchasing and Supply Strategy

Step-by-Step Development of
Strategic Purchasing with the
15M Architecture



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Strategic Purchasing with the
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This book introduces the 15M Architecture, a concept for the formulation and implementation of supply strategies. In this way, strategic purchasing is also gradually developed into truly strategic purchasing. The 15M Architecture has been developed in business practice in cooperation with companies of different sizes. After ten years of successful practical use, the experience is bundled in the new version 2.0 of the 15M Architecture. It is independent of business type, industry and sector, i.e. equally suitable for industry, services and trade. Two detailed case studies and a glossary complete the conceptual explanations.

The guide is aimed at practitioners for the systematic further development of their strategic purchasing;

at employees in purchasing or other departments with supplier contact for qualification in strategic thinking and in strategic purchasing instruments;

at employees in sales who want to understand how the other side at the negotiating table thinks and acts;

at students in business administration, management, industrial engineering and technical courses for professionalization in supply management.

Bestellung beim Institut für Beschaffungsstrategie
Prof. Dr. Gerhard Heß
Farnstr. 15, 90480 Nürnberg
hess@beschaffungsstrategie.de
www.beschaffungsstrategie.de

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