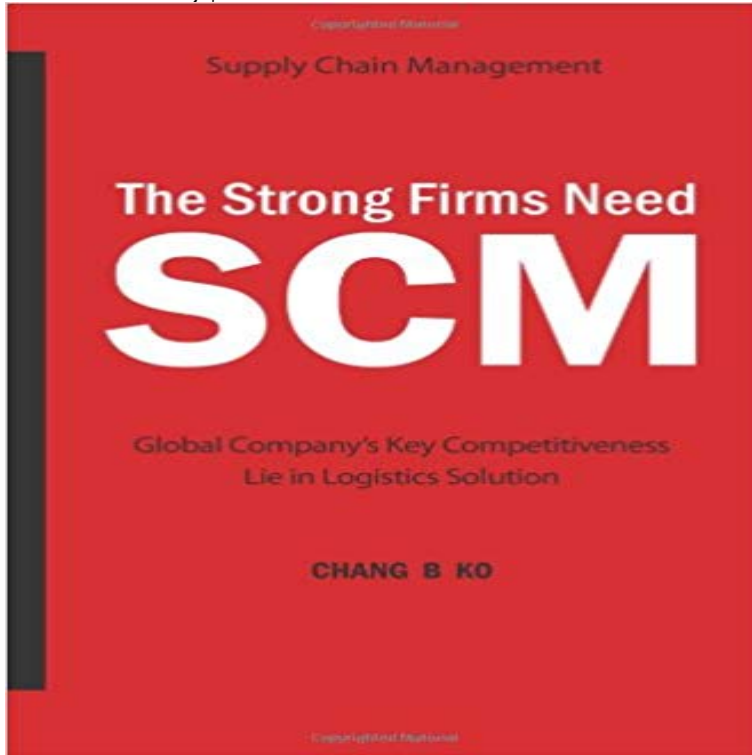


# The Strong Firms Need SCM: Global Companies Key Competitiveness Lie in Logistics Solution



Today, most dinosaur companies that had thrived the better part of the 20th century have been on a free fall, unable to stand the test of time, so why do companies such as Dell, Apple, Samsung Electronics, Wal-Mart, FedEx, and Zara continue to thrive and succeed? The answer lies in the SCM process. With the market constantly changing, the companies must shift their strategy towards the customers. What SCM does is unify the company's resources and structure them to quickly address the market and customer demands. A top-notch SCM process enables the company to produce accurate demand forecasts even in the face of a sudden change in market, and provide necessary solutions. In short, SCM not only streamlines logistics, but also forces the company to constantly adapt and innovate. The author, who had been leading lots of innovative performances of SCM and logistics process during his tenure at Samsung Electronics Co., shares his tips and wisdom here accumulated from years of hands-on knowledge in the trenches. This is the necessary guide book for those seeking innovative ways to reach the level of most advanced SCM and logistics.

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