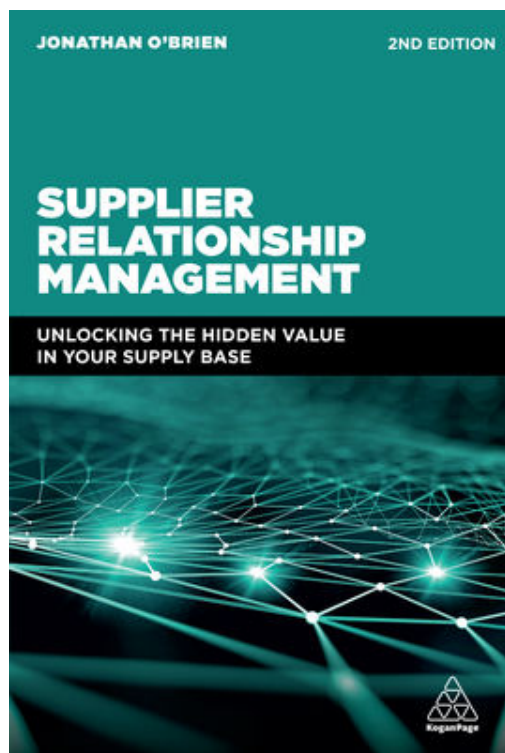


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Supplier Relationship Management enables organizations to secure vast value from their supply base by determining the suppliers that are important or hold potential and, based upon what makes them important or even strategic, putting in place interventions unique to each supplier to unlock real tangible benefits.

This second edition delivers a framework of resources for anyone who manages or interfaces with important suppliers, for contract management, to understand and manage the supply chain or to establish joint, collaborative relationships with the critical few strategic suppliers who can help bring new competitive advantage. A proven approach for supply base segmentation is included, together with tools and approaches for supplier performance measurement and driving improvements.

Written by an award-winning author and leading practitioner in the field, the fully revised second edition of **Supplier Relationship Management** clarifies links between procurement and supply chain management, and explains how 'The Orchestra of SRM®' approach helps design a highly effective SRM program that will give the greatest return for our efforts. "This book is an ideal companion to **Category Management in Purchasing** and **Negotiation for Procurement Professionals**, also published by Kogan Page. Used together, these books provide a complete and powerful strategic purchasing toolkit."

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