



# Leading Procurement Strategy: Driving Value Through the Supply Chain

*By Carlos Mena, Remko van Hoek, Martin Christopher*

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*Leading Procurement Strategy* shows how to unleash full business value through procurement. The book provides a broad perspective of different industries, underpinning academic theory and short case studies to help readers clearly understand the competitive advantage and impact of procurement. The authors tackle key issues that procurement practitioners encounter and offer the tools for managing procurement and supply. Their indispensable advice makes it easier to manage and mitigate risks in a supply chain and to appreciate the major issues affecting the procurement function.

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"[A]n ambitious list of trending procurement and supply chain subjects...This large group of contributors makes it possible for the book to cover a wide range of information in depth without losing momentum or focus."  
(Kelly Barner *Buyers Meeting Point*)

"Today, procurement is a function, not just a service, so procurement strategy is more important than ever. This is a helpful overview for procurement students and friends of the profession."  
(Eva Wimmers *SVP Procurement, Deutsche Telecom AG*)

#### About the Author

**Martin Christopher** has worked in logistics education and research for 40 years and previously headed the department of Demand Chain Management at Cranfield University.

**Carlos Mena** is Director of the Center for Strategic Procurement and Supply Management at Cranfield School of Management and head of the Executive Procurement Network (EPN). He has collaborated on supply chain related research projects with organizations such as ASDA (Wal-Mart), British Airways, Coca-Cola, Ford, Tesco and P&G.

**Remko van Hoek** is Global Procurement Director at PwC and is Visiting Professor at Cranfield School of Management. He also serves on the Board of Directors of the Council for Supply Chain Management Professionals in the US and the Advisory Board of the Procurement Leaders Network.

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