

# LIVING SUPPLY CHAINS

Dr John Gattorna's new book is reviewed by Tony Davidson.

**EVER LOOKED** at the new systems in your company, or heard of change processes in another - and still there are problems? Not the same problems, sure, but still problems? Living Supply Chains is a handbook on how to deal with the big picture first and THEN, once the stage is set, decide if you need to replace your IT system, or change your product/service delivery, or...

Underlying the lack of success in all business change is the one issue that is rarely dealt with in supply chain books: people and their behaviour! That includes the people buying your products and services, your staff in the company, the leadership, and your

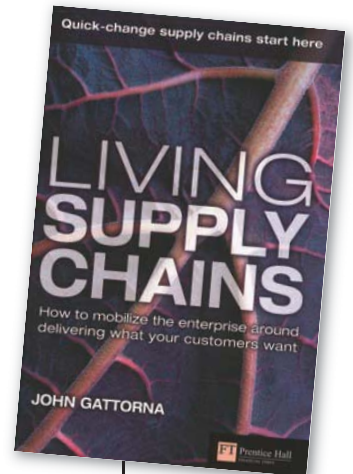
competition. All businesses have a number of supply chains running through them and this book helps you open up the black box and resolve some of the complexity. Packed with examples and illustrations, Living Supply Chains takes you on a journey along multiple supply chains, starting from the customer, through business processes, digs into company culture and then scales the heights to leadership and its influence on performance.

The first step is to identify what your customers really want. Then, set your processes in place to support customers' buying styles. That leads to shaping the sub-cultures

necessary to support what customers want. Are you to be collaborative and thus need to have a 'we can do' together attitude, or are you in the lean-mean world where customers come and go and price, price, price is the only consideration? Or do you need to be responsive and/or creative - or a mix of all of the above?

So, what does this book have to offer managers? A lot, after all, supply chains are the very essence of business.

**Living Supply Chains by Dr John Gattorna is published by FT Prentice Hall, Dorchester, UK. ■**



## SAFETY IN ACTION

**VISITORS** to the tenth 'Safety In Action' and 'Melbourne Materials Handling' shows will take part in a series of innovative safety events, from a celebrity breakfast and first-hand safety success stories through to expert-guided tours.

The two co-located shows and concurrent Safety In Action Conference will run from March 20 to 22 at the Melbourne Exhibition Centre.

The upbeat theme will focus on first-hand stories of how safety professionals have implemented effective safety programs in their own workplaces.

Visitors inspired by the success stories can also look to the trade show stage for hands-on interactive demonstrations by exhibitors presenting an up-close look at how the latest safety products work. Meanwhile, specialist tours led by experts will guide visitors through the exhibition to examine developments

in workplace wellness, spill control, machine guarding, height safety, forklift safety, and bulk handling.

Celebrating its tenth anniversary, the 2007 shows and conference are expected to build on last year's record attendance of 12,129, which brought the total over nine years to 50,880 visits.

**For more information call Australian Exhibitions & Conferences on (03) 9654 7773, email [safety@aec.net.au](mailto:safety@aec.net.au) or visit [www.safetyinaction.net.au](http://www.safetyinaction.net.au) ■**

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