

Book review

Supply Chain Cybermastery by Andrew J Berger
and John L Gattorna. Published by Gower

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Some companies have embraced the opportunities offered by the so-called e-supply chain with vigour and 'we have seen a growing gap between leading and average performing companies in almost every industry,' as supply chain guru, William Copacino of Accenture says in his foreword to this new hardback.

Supply Chain Cybermastery captures the key lessons from these leading companies and outlines both on what and how to compete in the world of extended supply chains. The authors provide insights through scores of examples, on e-procurement, e-design and

manufacturing, e-fulfillment and e-working.

The book is inspired by the e-commerce revolution, which has 'changed the world forever and re-ignited interest in the supply chain as a source of wealth creation', according to the authors, who believe that chief executives and their management teams must re-invent themselves and adjust their leadership styles to compete within the new realities.

The last chapter is fun. Peeping over the 'cyberhorizon', it looks at trends for the future and 'the eight cultures of value chain competitiveness and future success'.

Altogether, Supply Chain Cybermastery provides a valuable guide for understanding and creating the new business models that, as Copacino says, 'will allow your company to compete in the new world'.

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