



Digital Supply Networks

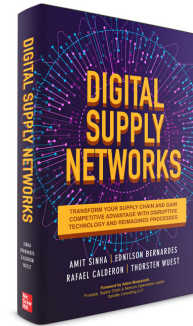
Transform your supply chain and gain competitive advantage with disruptive technology and reimagined processes

The COVID-19 pandemic has exposed very clearly that the current supply chain modus operandi is not sustainable and actually presents a fundamental risk to companies and societies alike on a global scale. The new book “*Digital Supply Networks: Transform Your Supply Chain and Gain Competitive Advantage with Disruptive Technology and Reimagined Processes*” (McGraw-Hill – available July 2020) addresses this timely issue: how to successfully use disruptive technologies and reimagined processes to create a more resilient digital supply network that is better prepared for unplanned disruptions, such as COVID-19, but also increases the overall competitiveness on the global marketplace. In the midst of reopening and ramping up operations, many companies and business leaders are seeking guidance on how to navigate this new reality and best prepare their organizations for the future.

The book examines the impact disruptive new technologies, such as artificial intelligence and blockchain, are having on supply chain management processes and practices. Drawing from real world-experience and problem-driven academic research, the authors provide an in-depth account of the move towards digitally connected supply networks. The book discusses the limitations of traditional supply chains in today’s digital and connected world, and derives the underlying capabilities and potential of digitally-enabled supply flows. The chapters are filled with insights and real-life use cases, consisting of an essential guide to developing digital supply networks for maximum competitive advantage. The book discusses the critical enabling technologies, provides guidance on their deployment and their context, and illustrates their application in designing and building the core DSN capabilities for your organization. The authors also offer a hands-on playbook and several industrial use cases to guide organizations, executives, leaders, and operational personnel in their transformation process.

“An important and timely subject that most companies are grappling with!”

—**Yossi Sheffi**, Director, MIT Center for Transportation and Logistics, MIT



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“Over my 40-plus years of global supply chain experiences, I have become an ardent convert in the pursuit of end-to-end digital connectivity. Often the journey of a reimagined integrated supply chain will enable cross-functional collaboration and surface new insights and surprises. Defensiveness and pushback from the operational floor and across functions may occur. It is important for the organization’s leadership, from the shop floor to the boardroom, to embrace the new end-to-end intelligence and focus on how to accelerate results. The rewards are well worth the endeavor. *Digital Supply Networks*, by Sinha, Bernardes, Calderon, and Wuest, provides a valuable transformational road map for your organization’s journey.”

—**Bob Gorski**, Executive Vice President, Kraft Foods, former Vice President Global Supply Chain, Procter & Gamble

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The book provides decision-makers with provocative and stimulating insights and knowledge to successfully navigate the confusion and develop their own unique strategy and digital transformation journey to prepare their companies for successful competition in the global marketplace. The authors wrote the book in an accessible and non-technical format that will cater to a broad audience, including executives, managers, leaders, academics, and students involved or interested in developing a solid foundation on this exciting and impactful topic. Professionals contemplating the journey or already in its midst will benefit from the insights and hands-on guidance. Organizations and innovative leaders seeking external assistance to jump-start their digital transformation journeys will find the material in the book essential for a fruitful engagement. The content applies to all business sectors and industries, with a particular focus on supply chain and manufacturing.

In summary, driven by game-changing technologies, the new wave of industrial and economic progress is challenging the assumptions, limitations, and mental models of traditional supply chain management—and *Digital Supply Networks* provides everything you need to capitalize on it.

“Everyone involved in executing a supply chain is keenly aware that digital technologies will completely change the way we do work. As consumer and customer expectations drive the requirement to deliver goods faster, receive real-time information on their orders, and provide a superior customer experience, supply chain practitioners must evolve and transform. *Digital Supply Networks* provides a practical, hands-on playbook to help your organization transform both your systems and processes as you build your road map to take advantage of the new digital technologies that exist and are still to come.”

—**Jeff Fleck**, Chief Supply Chain Officer,
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Authors

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