



Global Macrotrends and Their Impact on Supply Chain Management: Strategies for Gaining Competitive Advantage (FT Press Operations Management)

By Chad W. Autry, Thomas J. Goldsby, John E. Bell



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Global supply chain decision-makers and practitioners are about to face brutally tough new challenges. They will be called upon to manage supply and demand in a world marked by demographic and economic shifts that will turn their supply and demand markets upside down. They will have to secure crucial supplies in an era when resources are severely constrained. Now, three pioneering supply chain leaders fully illuminate these game-changing challenges, offering a complete decision framework and practical tools, insights, and guidance for systematically mitigating new risks and building long-term supply chain-based competitive advantage. *Global Macro Trends and Their Impact on Supply Chain Management* is the first book to focus squarely on emerging societal, technological, geopolitical, and environmental macro trends that will powerfully impact every supply chain. Authors Chad W. Autry, Thomas J. Goldsby, and John E. Bell walk you through assessing the impacts of population growth, migration, urbanization; socioeconomic change, global connectivity, environmental issues, and geopolitics. They review new challenges associated with increased global demand, growing scarcity, transportation congestion, aging infrastructure, and emerging supply-demand imbalances. Next, they provide comprehensive mitigation strategies based on logistics, resource recovery, resource protection, demand and supply shaping, and other techniques. *This book will be an indispensable resource for all supply chain, logistics, sourcing, and operations management executives, managers, and professionals; for operations research professionals and graduate students; and for others working in these fields in industry, government, and the military.*



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Editorial Review

From the Back Cover

MANAGE THE DEMOGRAPHIC, ECONOMIC, AND ENVIRONMENTAL CHALLENGES THAT WILL REVOLUTIONIZE YOUR GLOBAL SUPPLY CHAIN

New solutions and best practices for mitigating risk

Includes full length examples in each chapter

By three of the world's leading experts in Supply Chain Management

In the coming years, several global macrotrends are likely to substantially disrupt modern business practices, add unprecedented complexity to supply chains, and cause massive problems for supply chain, logistics, and operations managers. Now, three leading experts help you understand these macrotrends, anticipate and assess their potential impact to your business, systematically mitigate emerging risks, and leverage new opportunities for sustainable profit.

The authors help you plan for continued population growth and migration; the growing buying power of rising economies; broader and deeper global connectivity; national geopolitical activities aimed at protecting access to natural resources; and the likely impacts of environmental and climate change. They offer actionable insights for virtually all supply-chain related decisions: from locating plants and warehouses to prioritizing markets, designing products, and choosing suppliers.

This book focuses squarely on the emerging global demographic, economic, and environmental macrotrends that will powerfully impact your supply chain—helping you anticipate problems, mitigate risk, and build long-term competitive advantage. Three prominent supply chain authors illuminate each of these game-changing issues and present an analysis for anticipating market opportunities and solving the supply chain problems they will cause.

You'll find actionable recommendations and insights for systematically mitigating disruptions that are expected to become frequent, long-lasting, and severe. The authors help you answer questions like: *How do you manage supply and demand in a world marked by massive demographic and economic shifts? How do you secure the supplies you need to grow your business when resources are severely constrained and nations are aggressively attempting to lock them down? How do you choose the right products, suppliers, and markets—and abandon the wrong ones?*

The authors provide interconnected strategies and recommendations you leverage immediately—improving short-term performance as you prepare for longer-term issues. Whatever your operational role, this book will help you build a supply chain that is more resilient, more sustainable, and far more competitive in a transforming world.

PLANNING: *Manage supply and demand uncertainties as well as imbalances more effectively*

SOURCING/PROCUREMENT: *Overcome growing scarcities of natural resources*

PRODUCTION: *Prepare for disrupted process flows*

TRANSPORTATION/LOGISTICS: *Anticipate congestion and infrastructure decay*

About the Author

CHAD W. AUTRY is Associate Professor of Supply Chain Management and Director of Supply Chain Forum—North America at the University of Tennessee’s College of Business Administration. He contributes actively to the Council of Supply Chain Management Professionals and the Warehouse Education and Research Council, and has led local and national events for the Production and Operations Management Society and Institute for Supply Management. He holds a Ph.D. in Business Administration/Supply Chain Management from the University of Oklahoma.

THOMAS J. GOLDSBY, Professor of Logistics at The Ohio State University, is Associate Director of its Center for Operational Excellence and Research Associate at its Global Supply Chain Forum. He has supervised more than 100 Lean/Six Sigma supply chain projects with industry partners and coauthored the book *Lean Six Sigma Logistics*. He has received recognition for excellence in teaching and research at Iowa State University, The Ohio State University, and the University of Kentucky. He holds a Ph.D. in Marketing and Logistics from Michigan State University.

JOHN E. BELL is an Assistant Professor of Supply Chain Management at the University of Tennessee’s College of Business Administration and a board member of the Western Decision Sciences Institute. He earned his Ph.D. in Management at Auburn University, taught at the Air Force Institute of Technology and Georgia College & State University, and spent more than 20 years as a U.S. Air Force logistics and maintenance officer. He has published more than 20 academic articles on vehicle routing, facility location selection, supply chain strategy, and related topics.

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