

Building A Chain Of Customers

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Schonberger uses scores of examples to show how the concept of "building a chain of customers" unifies all functions in the world-class enterprise. Herbert B. Morote, Ph.D. Sector President-Medical Becton Dickinson and Company This book needs to be read and thoroughly understood by America's top management.

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Building a Chain of Customers: Schonberger, Richard J ...

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Digitisation provides the answer to building a customer centric supply chain. All customers are searching for efficiency, productivity, and quality gains. Unless operating processes are connected, systems and tools cannot truly support the needs of customers or the business to provide one version of the truth.

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Abstract. Leveraging suppliers and customers, in order to build closer inter-organisational ties, is often highlighted as a competitive priority in global supply chains (SCs). The creation of relational capital (RC) within a firm is a well-researched concept; however, few studies investigated the customer/supplier leveraging mechanisms that build relational capital in SCs.

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New Customer-Centric Supply Chain Metrics

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