

Supply Market Intelligence for Procurement Professionals

Research, Process, and Resources

Jeanette Jones
Kelly Barner

NEW!

Practical Real-World Tactics from Industry Pros

SUPPLY MARKET INTELLIGENCE FOR PROCUREMENT PROFESSIONALS

Research, Process, and Resources

By Jeanette Jones and Kelly Barner

“Supply Market Intelligence for Procurement Professionals is an essential tool for every sourcing professional’s toolkit. Kudos to the authors for pulling together such a comprehensive guidebook for the industry.”

—**Kate Vitasek**, Author; Managing Partner of Supply Chain Visions; Instructor, University of Tennessee’s Center for Executive Education

This reference provides procurement professionals with the process, practical real-world tactics, and the guidance needed to design and develop a supply market intelligence program that will integrate with existing procurement team structures and processes, and deliver significant value to an organization as a whole. Based on their decades of experience conducting research to support procurement teams as procurement practitioners, the authors clearly explain each of the concepts introduced and then provide the background, steps, and resources required to make their successful execution possible.

Key Features

- Presents an easy-to-understand foundational explanation of supply market intelligence and a process for creating this program capability within specific procurement efforts
- Details how supply market intelligence advances strategic sourcing, category management, supplier relationship management, risk assessment and mitigation, spend analysis and procurement transformation efforts, as well as how to build a business case for it
- Supplies a detailed listing of quality research resources organized by source type and industry/category spend, all determined with an eye for value, and outlines how to determine resource quality factors, and when to pay for content or research assistance
- Supplies ‘Quick View Analysis’ charts for easy identification of research resources provided for supplier identification and diligence, commodities pricing, agriculture, chemicals, energy, metals, plastics, contingent labor, marketing, MRO, and travel
- **WV™** includes supply market intelligence process diagrams, a logistics quick analysis resource chart, ongoing updates of new resources available and changes to existing resources as they become outdated, and two procurement-related recommended reading lists — **available from the Web Added Value™ Download Resource Center at www.jrosspub.com**

About the Authors

Jeanette Jones (MLS) has over 20 years experience providing corporate business and strategic sourcing research services to top corporations such as Arthur Andersen, the IT Vendor Management Group at Bank One (JP Morgan Chase), and the Strategic Sourcing Group at Wachovia. Ms. Jones founded Cottrill Research, a provider of supply market intelligence research services, and maintains the Cottrill Research Blog providing news and analysis about the latest research and information resource offerings for procurement professionals.

Kelly Barner (MLS) is the Managing Editor of *Buyers Meeting Point*, an online resource for procurement and purchasing professionals, and has over a decade of experience working in procurement and supply chain. Her unique perspective on supply management is based on her time as a practitioner, a consultant at a solution provider, and now as an independent thought leader. From 2012-2014, Kelly Barner was awarded each year the Provider ‘Pro to Know’ designation by Supply & Demand Chain Executive Magazine, and in 2013 was recognized as one of 28 ‘Top Female Supply Chain Executives’.

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SUPPLY MANAGEMENT AND PROCUREMENT From the Basics to Best-in-Class

By: Robert W. Turner

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KEY FEATURES

- Provides an extended source of knowledge, tools, and techniques to better understand the philosophy of strategic supply management and procurement, and discusses how to facilitate, implement, and manage change from a basic procurement philosophy to a strategic supply management philosophy
- Examines the various analysis, tools, and techniques used by best-in-class strategic supply management organizations and elaborates on each to demonstrate how to use these tools and techniques

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