

<<全球的源极>>

图书基本信息

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内容概要

The political and economic opening up of India, China, Turkey and the eastern European states have led to a change in competition on the world's markets. These countries are already considered attractive procurement markets, especially by European companies. However, global sourcing can mean hidden costs for those who are unaware of the international markets and their modes of operation. In this book, Gerd Kerkhoff proves that companies can still be successful in their global sourcing - despite the risks involved. He shows which goods and services are suited to global sourcing and introduces the key procurement markets and their strengths. Concrete examples illustrate how international buying can be successfully planned.

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作者简介

Gerd Kerkhoff is managing director of Kerkhoff Consulting GmbH, the leading consultants specialized in optimizing procurement. His clients include DAX-listed companies as well as SMEs. He is also recommended by, among others, the larger German banks.

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