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Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability

Jonathan O'Brien

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Category Management in Purchasing is a comprehensive guide to strategic category management, providing a step-by-step guide to its implementation and use. This book provides the necessary tools, techniques and applications that will enable the reader to implement this cost saving purchasing method.

The 3rd Edition of Category Management in Purchasing has been rigorously updated to reflect latest thinking in the field. Jonathan O'Brien shows how a strategic approach needs to work effectively together with other approaches, such as Supplier Relationship Management. He has added important sections on governance, included more supplier and supply chain tools, and introduced a pragmatic route for smaller businesses or those who need step-by-step advice.

The book provides case studies of real companies, including: IKEA, The Body Shop, NHS, Heinz, Cardiff Council, and GlaxoSmithKline.

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