



# Strategic Sourcing - Suppliers Are From Mars, Customers Are From Venus

*Murillo Xavier*

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
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By applying Strategic Sourcing concepts, The Walt Disney Company realized \$300 millions in annual savings, BellSouth improved its results by \$1 billion, and IBM achieved 5% improvement in their margins. These are just a few of the many companies exploring the benefits of Strategic Sourcing, the next evolutionary step in Supply-Chain. Strategic Sourcing is a coordinated effort between the different areas of the organization and external partners. It helps companies to focus on the smart way of investing their resources. More than a guide for implementing Strategic Sourcing, this book talks about the importance of building strategic partnerships. At the end, you will realize that business relationships are not so different from personal ones.

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