



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

By 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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Editorial Review

Review

"The definitive guide to strategic category management in modern organizations."

(Patricia A Whitehouse *Global L&D Manager, Procurement Supply Chain Mgmt, BP Plc*)

"*Category Management in Purchasing* fills a need in the literature available on this topic and provides the reader with a thorough insight into the principles and application of category management."

(Ken James *former CEO of the Institute of Purchasing and Supply*)

"Jonathan O'Brien has managed to encapsulate everything that organizations must put in place to deploy effective category management. A quality read and a great reference manual to keep on hand."

(Marc Magistrali *Senior VP Global Outsourcing, KONE Corporation*)

About the Author

Jonathan O'Brien is the CEO and a founding member of Positive Purchasing Ltd., and international purchasing consulting firm and training provider. He is the author of *Negotiation for Purchasing Professionals* and *Supplier Relationship Management* (Kogan Page).

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