



**From the Experts!**

Discover and Implement Potent Supply Management Best Practices

# STRAIGHT TO THE BOTTOM LINE

*An Executive's Roadmap to World Class Supply Management*

Robert A. Rudzki, Douglas A. Smock, Mike Katzorke, & Shelley Stewart, Jr.

**A must read for C-class executives, procurement managers, and their teams**

## READ THE REVIEWS...

"Straight to the Bottom Line™ is the definitive work on procurement/supply base management. Every CEO, CFO, CPO and their boards who are interested in increasing shareholder value need to read this and then make it required reading for their management and procurement teams."

—*Dick Conrad, Senior VP, Global Operations Supply Chain, Hewlett-Packard*

"I doubt that another book exists that explains more clearly the contribution that supply management can make to corporate success. But wait! This book also explains how to achieve that success."

—*Paul Novak, Chief Executive Officer, Institute for Supply Management™*

This definitive compass and roadmap to world class supply management will enable senior corporate executives to turn the enormous top-line and bottom-line potential of supply chain and procurement into reality. By following its straightforward principles, senior corporate executives can improve performance quarter-to-quarter and year-to-year. This guide also delineates best practices for procurement and supply chain professionals to help ensure success. A must read for anyone involved in supply management.

## Key Features

- Presents a step-by-step roadmap for senior executives on how to implement a supply management transformation that quickly drives significant savings to the bottom line
- Provides executives the correct metrics for determining real cost savings
- Discusses how to optimize performance through rapidly improving software for supplier negotiations, spend analysis, and contract management
- **WAV** Offers free downloadable resources such as a presentation detailing how modern supply management can improve ROIC and a lost opportunity calculator to quantify the impact of "maverick buying" — available from the **Web Added Value™ Download Resource Center** at [www.jrosspub.com/wav](http://www.jrosspub.com/wav)

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