



# **Global Macrotrends and Their Impact on Supply Chain Management: Strategies for Gaining Competitive Advantage (FT Press Operations Management)**

*Chad W. Autry, Thomas J. Goldsby, John E. Bell*

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Global supply chain decision-makers and practitioners are about to face brutally tough new challenges. They will be called upon to manage supply and demand in a world marked by demographic and economic shifts that will turn their supply and demand markets upside down. They will have to secure crucial supplies in an era when resources are severely constrained. Now, three pioneering supply chain leaders fully illuminate these game-changing challenges, offering a complete decision framework and practical tools, insights, and guidance for systematically mitigating new risks and building long-term supply chain-based competitive advantage. *Global Macro Trends and Their Impact on Supply Chain Management* is the first book to focus squarely on emerging societal, technological, geopolitical, and environmental macro trends that will powerfully impact every supply chain. Authors Chad W. Autry, Thomas J. Goldsby, and John E. Bell walk you through assessing the impacts of population growth, migration, urbanization; socioeconomic change, global connectivity, environmental issues, and geopolitics. They review new challenges associated with increased global demand, growing scarcity, transportation congestion, aging infrastructure, and emerging supply-demand imbalances. Next, they provide comprehensive mitigation strategies based on logistics, resource recovery, resource protection, demand and supply shaping, and other techniques. *This book will be an indispensable resource for all supply chain, logistics, sourcing, and operations management executives, managers, and professionals; for operations research professionals and graduate students; and for others working in these fields in industry, government, and the military.*

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