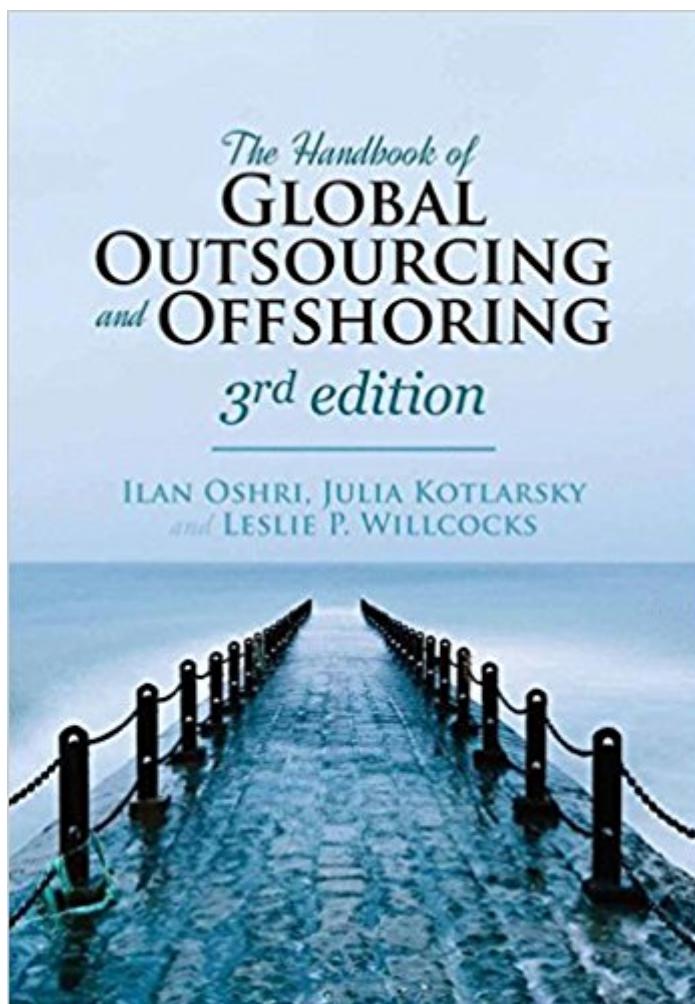


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The Handbook Of Global Outsourcing And Offshoring 3rd Edition



Synopsis

Now in its third edition, this is the only outsourcing and offshoring book to offer a broad but coherent guide to the strategy, operations and management of ITO and BPO outsourcing and offshoring, from how to source new relationships to managing business processes in a national and global context. Â Â Â Â Â

Book Information

Hardcover: 351 pages

Publisher: Palgrave Macmillan; 3rd ed. 2015 edition (January 23, 2015)

Language: English

ISBN-10: 1137437421

ISBN-13: 978-1137437426

Product Dimensions: 6.3 x 1 x 9.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

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Praise for the first two editions: "Written by outstanding academics well-recognized for their expertise on the topic, this long-awaited book is a must have to anybody embarking on the process of global sourcing or seeking to enhance their existing knowledge. It provides a comprehensive conceptual overview of three crucial aspects of global sourcing strategy, governance, and daily management supplemented by well-researched case study and lively examples." Professor Natalia Levina, NYU Stern School of Business "In a truly globalized world, customers are looking not just at delivery excellence from service providers, but also at global execution capabilities. Outsourcing providers need to look beyond standardized services to include innovation and transformation capabilities. This requires providers to focus on the customer's business, understand the issues and then provide solutions. This book provides a very good customer-centric view of how providers need to approach the market." Girish Ramachandran, President - Global Head/Strategic Business and Head: Middle East and Africa, Tata Consultancy Services Ltd "Outsourcing and offshoring are commonplace terms, but they're often poorly understood and inexpertly practiced. Yet there is much

'out' left in 'sourcing,' and even more 'off' ahead of us in 'shoring.' This book is an intelligent user's manual essential reading for those starting out as well as those who find they may have strayed off course." Dr John Hindle, Senior Manager, Global Marketing, Accenture "Out of sight but not out of mind' could well be the motto of this book. It is a must read for those studying the global phenomenon and those in managing outsourcing relationships. The frustrations and rising costs experienced by many can and need to be avoided and this book goes a long way in providing insights drawn from real-world experience in reducing the risks." Professor Robert D. Galliers, Bentley College "Sourcing optimization is a key strategic lever being deployed by global corporations as they adapt to the challenging business and economic climate. Sourcing practitioners will find this book a useful guide in terms of avoiding the common pitfalls that impact the success of such initiatives. The examples used are free of jargon, drawn from real-life situations and easy to relate to." Srikanth Iyengar, Associate Vice President, Global Head of Business Development, SGS, Infosys Technologies Limited "This book is outstanding. It is insightful and practical, and useful for companies considering outsourcing as a growth strategy as well as those that set out to provide high quality outsourcing services to their clients globally." John Peng, Executive Vice President, Head of GADS Business Group, iSoftStone Information Service Corp "provides a broad and in-depth understanding of outsourcing from the client perspective. From the early days of outsourcing, client and provider companies alike have made innumerable mistakes. This handbook provides valuable guidance about what it takes to avoid the pitfalls and outsource successfully. This should be a required reference for any company considering outsourcing."

Wendell O. Jones, outsourcing pioneer and thought leader

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