SupplyChainBrain

Today's Most Comprehensive Coverage of Supply Chain Management

The supply chain is an end-to-end phenomenon. It embraces the movement of goods, data and financial resources, from acquisition of raw materials to final delivery of finished products. SupplyChainBrain delves into each and every aspect of the supply chain. In addition to the fundamental principles of supply-chain management, we offer forward-thinking ideas and cutting-edge solutions. By identifying emerging trends, technologies and best practices—and continuing to write about these as they evolve and mature—we provide coverage that is both practical and visionary, reported with a breadth and depth unmatched by any other media company in this field. SupplyChainBrain targets the high-level executive, who is concerned with such strategic issues as managing risk, aligning the supply chain with corporate planning, achieving competitive advantage, balancing customer demands with the need to control cost, and improving the bottom line. Our ability to tackle these challenging topics can be summed up in a single word: experience. Collectively, the highly experienced SupplyChainBrain editorial staff has spent more than a century researching, analyzing, writing and reporting about issues and applications related to logistics and the supply chain. It is this level of expertise that informs the content we publish and will continue to set us apart.





Jean V. Murphy *(Editorial Director)* is an award winning journalist and editor with more than 30 years of experience. She joined GL&SCS and SupplyChainBrain during the pre-launch period and served as chief editor until being named editorial director in May 1999. Murphy is also a three-time winner of the Jesse H. Neal Award for editorial excellence.



Russell W. Goodman *(Editor-in-Chief)* has worked in newspapers, newsletters and magazines, with a focus on logistics, business and trade, for more than 30 years. Prior to joining Global Logistics & Supply Chain Strategies magazine in 1996, Goodman directed editorial coverage for two leading international commerce magazines.



Robert J. Bowman *(Senior Editor)* has more than 25 years' experience writing about logistics, the supply chain, transportation and international trade. Bowman is a regular speaker at industry conferences and seminars. He has been senior editor at Global Logistics & Supply Chain Strategies and SupplyChainBrain since 1998.



Tom Foster *(Senior Editor)* has over 30 years of independent and corporate experience in the communications industry where he has specialized in logistics and supply-chain management. He has been an editor and publisher of both print and electronic publications, as well as a consultant to buyers, sellers and developers of logistics services and technology.

The Industry's Most Valued Resources

SupplyChainBrain.com—Today's most widely used online resource for supply-chain management information. With more than 1.6 million visits in 2008, SupplyChainBrain.com provides a rapidly growing online viewership with more than 70 highly organized channels of comprehensive supply-chain coverage. Original and credible content, in-depth case studies, executive interviews, video programming, industry trends, news from hundreds of media sources, job notifications, conferences, executive education and more.



***Global Logistics & Supply Chain Strategies* magazine**—Now in its 13th year, *GL&SCS* magazine's detailed coverage of leading-edge strategies and real-world solutions is the basis for its reputation as the premier publication for executives at the highest levels of supply-chain management. Over 200,000 projected readers worldwide. 50,000 BPA audited subscribers to the print and digital editions.



SupplyChainBrain Video Casts—Top analysts, respected educators and senior-level executives have joined together with SupplyChainBrain's editorial staff to produce today's highest quality supply-chain management programming through the latest technology in streaming video on the web. Over 100 hours of video programs each year covering the latest trends, insights, strategies and solutions surrounding a wide range of supply-chain issues.

SupplyChainBrain Channel Newsletters—SupplyChainBrain.com's highly organized channel guide makes it easy for executives to find the information they are looking for right there on the site. How about customized free delivery? SupplyChainBrain's channel newsletter program invites executives to select the channels which interest them most and have the updated channel information delivered to them via e-mail at a predetermined frequency. Thousands of executives sign up each month to have their supply-chain management information from SupplyChainBrain custom delivered.

The Supply Chain Executive Network—The SupplyChainBrain Job Board posts thousands of senior-level supply-chain job opportunities offered by companies operating throughout the world. Executives who join the Job Board indicate their job preferences and receive regular e-mail notifications which correspond to their specific interests. In 2009, the Job Board will become one part of our overall supply-chain executive network, which has been designed to facilitate the communication process among employers, employees and all other supply-chain management executives who are interested in an open line of communication with their peers and colleagues.



SupplyChainBrain Quest for Quotes—SupplyChainBrain's Quest for Quotes program invites executives from around the world to submit their requests for proposals or quotes to today's largest database of supply-chain management solutions providers. Requests are submitted to specific companies within the database that best match the challenge at hand. SupplyChainBrain receives thousands of requests each year, which are all processed and delivered to solutions providers usually within 48 hours of receipt.

A Wealth of Content...



Detailed Features:

SupplyChainBrain presents today's most thought-provoking and detailed features on the latest processes, products, services and strategies used in optimizing the supply chain. These features are based on extensive interviews with supply-chain practitioners, supply-chain analysts, supply-chain educators and the developers of the supply-chain technology, services and processes businesses depend on.

Real-world Case Studies:

Challenges are quick, difficult and never-ending for supply-chain professionals. They know that an information source that examines what their colleagues did to overcome similar problems is invaluable. SupplyChainBrain presents today's most complete and in-depth real-world case studies. These reports detail the specific nature of the problem to be addressed. They describe how and why given solutions were chosen. They exhaustively track the implementation, including what problems occurred during the process. And they examine the quantifiable and sustainable results in terms of cost savings, revenue generation and/or customer satisfaction. Reporting is based on exclusive interviews with the company affected and any supply-chain partners involved in the project.

Exclusive Interviews:

In exclusive interviews, today's most informed supply-chain professionals discuss today's most complex and current supply-chain challenges and how to overcome them. Through candid conversations with the SupplyChainBrain editorial staff, these professionals walk us through the challenges faced by many of today's companies, and then through the analysis and decision-making process needed to solve them. No other supply-chain management media company has the attention of top-level logistics and supply-chain professionals or the lineup of top-flight interviewees like SupplyChainBrain.

Professional Opinions:

Supply-chain practitioners, analysts, consultants and educators sound off on a wide range of SCM issues and trends as they see them. Our growing panel of experts is available to answer visitors' questions on a variety of topics. Readers can view their latest opinions and suggestions and engage our experts in an online dialogue on SupplyChainBrain.com.

Industry News:

Through SupplyChainBrain.com, executives have access to today's widest range of supply-chain management news and insights from today's top information sources. Supply-chain management news is updated daily. Each news item is presented within SupplyChainBrain channels and channel newsletters relative to specific supply-chain practices.

...For Supply Chain Professionals

White Papers:

Supply-chain management white papers are submitted each week to the SupplyChainBrain staff. Today's most informative white papers are posted on all relevant channels.

Industry Trends:

Change and innovation are two of the most important words in the supply-chain lexicon, and supply-chain professionals must keep abreast of the evolution in their world. SupplyChainBrain helps these professionals understand the impact of change, how to accept or counteract it and provides detailed intelligence on today's most innovative ideas.

Research & Analysis:

SupplyChainBrain has partnered with analysts of the world's top supply-chain management research organizations, including Aberdeen Group, AMR Research, The Hackett Group, ARC Advisory Group, APQC and Technology Evaluation Centers. Their research on logistics and SCM appear in video interviews and standalone reports on SupplyChainBrain.com and in Global Logistics & Supply Chain Strategies magazine. No other media company has developed such a deep collaborative relationship with these respected supply-chain analysts.

Executive Education:

SupplyChainBrain.com provides today's most up-to-date information on available SCM certification and degree programs, business courses, seminars, books and videos.

Conferences & Exhibitions:

SupplyChainBrain.com presents today's most comprehensive list of supply-chain and logistics conferences and exhibitions taking place throughout the world. Over 100 conference organizers provide complete details and contact information for their events.

Senior SCM Jobs:

SupplyChainBrain's job board is updated daily with thousands of offers from around the world of current positions available to supply-chain management executives.

Supplier Directory:

The SupplyChainBrain.com Supplier Directory is the largest and most current source of logistics service providers, technology companies and consultants. Executives always have easy access to the Supplier Directory, which offers complete corporate profiles as well as unique information from organizations offering content relevant to specific supply-chain practices.

