

Sourcing Of Services

[DOWNLOAD HERE](#)

Companies are increasingly sourcing services from third party providers on a global level. Nevertheless, the academic research on phenomena such as offshoring, international purchasing and the sourcing of certain specific categories is still scarce. Lydia Bals provides terminological clarity regarding the field of offshoring. She identifies different types of offshoring, concluding that the buy option of offshore outsourcing versus hybrid or make options is directly related to purchasing. Her in-depth analysis specifically focuses on the sourcing of marketing services. In this context, the investigations of purchasing/marketing integration provide a conceptual model of barriers to purchasing involvement in sourcing of services. Moreover, the author seeks to shed light on issues of providing incentives for advertising agencies from an agency theory perspective. The case study illustrates that the measures taken against an initially problematic situation in the purchase of advertising agency services correspond with the theoretically identified solution mechanisms. EAN/ISBN : 9783834981462 Publisher(s): Gabler Discussed keywords: Beschaffungsmanagement, Servicemanagement Format: ePub/PDF Author(s): Bals, Lydia

[DOWNLOAD HERE](#)

Similar manuals:

[Time Management](#)

[German City Limits Sign Symbolising End Of Co-management](#)

[Project Planning, Quality Control Management With A Pocket Calculator, Mechanical Pencil And Check List](#)

[Project Planning, Quality Control Management With A Pocket Calculator, Mechanical Pencil And Check List](#)

[The Principles Of Scientific Management](#)

[Obtaining Information For Effective Management Super Series - Institut Institute Of Leadership & Mana](#)

[Reputation Management Revised Edition - Elearn](#)

[Management Ideas - Sultan Kermally](#)

[People And Self Management - Sally Palmer](#)

[Practical Health And Safety Management For Small Businesses - Jacqueline Jeynes](#)

[Risk Management: 10 Principles - Jacqueline Jeynes](#)

[Financial Management For Hospitality Decision Makers - Chris Guilding](#)

[Solving Problems Super Series - Institute Of Leadership & Management](#)

[Securing The Right People Super Series - Institute Of Leadership & Management](#)

[Core Management For HR Students And Practitioners - , Ray Bishop](#)

[Marketing And Selling Super Series - Institute Of Leadership & Management](#)

[Leading Your Team Super Series - Institute Of Leadership & Management](#)

[Caring For The Customer Super Series - Institute Of Leadership & Management](#)

[Managing Lawfully - Health, Safety And Environment Super Series - Institute Of Leadership & Management](#)

[Planning Training And Development Super Series - Institute Of Leadership & Management](#)

[Achieving Quality Super Series - Institute Of Leadership & Management](#)

[Making Communication Work Super Series - Institute Of Leadership & Management](#)

[Project And Report Writing Super Series - Institute Of Leadership & Management](#)

[Budgeting For Better Performance Super Series - Institute Of Leadership & Management](#)

[Managing Relationships At Work Super Series - Institute Of Leadership & Management](#)

[Introducing Management - Bob Johnson](#)

[The Management Task - Rob Dixon](#)

[CIM Revision Cards: Marketing Management In Practice 04/05 - Marketing Knowledge](#)

[CIM Revision Cards:Marketing Management In Practice 05/06 - Marketing Knowledge](#)

[Quality Management Essentials - David Hoyle](#)

[Facilitator's Guide Management Extra - Elearn](#)

[The New Knowledge Management - Mark W. W. McElroy](#)

[Qualitative Research In Sport Management - , James Skinner](#)

[Business Process Management - , John Jeston](#)

[CIM Coursebook 08/09 Marketing Management In Practice - , John Williams](#)

[Knowledge Management Tools - Rudy Ruggles](#)

[The Strategic Management Of Intellectual Capital - David A. A. Klein](#)

[Manager's Pocket Guide To Performance Management, The - Sharon G. Fisher](#)

[Manager's Pocket Guide To Knowledge Management, The - Catherine Foley Curley](#)

[Fighting Invisible Tigers: Stress Management For Teens \(Revised & Updated Third Edition\) - Earl Hipp](#)

[The Business Relationship Management Handbook: The Business Guide To Relationship Management - The Essential Part Of Any IT/Business Alignment Strateg - Ivanka Menken](#)

[42 Rules Of Product Management: Learn The Rules Of Product Management From Leading Experts "from" Around The World - , Greg Cohen](#)

[Managing Customer Service Super Series - Institute Of Leadership & Management](#)

[Organizing And Delegating Super Series - Institute Of Leadership & Management](#)

[Managing The Employment Relationship Super Series - Institute Of Leadership & Management](#)

[The Practice Of Management - Peter Drucker](#)

[Management Challenges For The 21st Century - Peter Drucker](#)

[The Roller Canary - Its History, Breeding, Training And Management - A. F. Demaine](#)

[Adventure Tourism Management - Ralf Buckley](#)

[Tourism Management - Stephen Page](#)