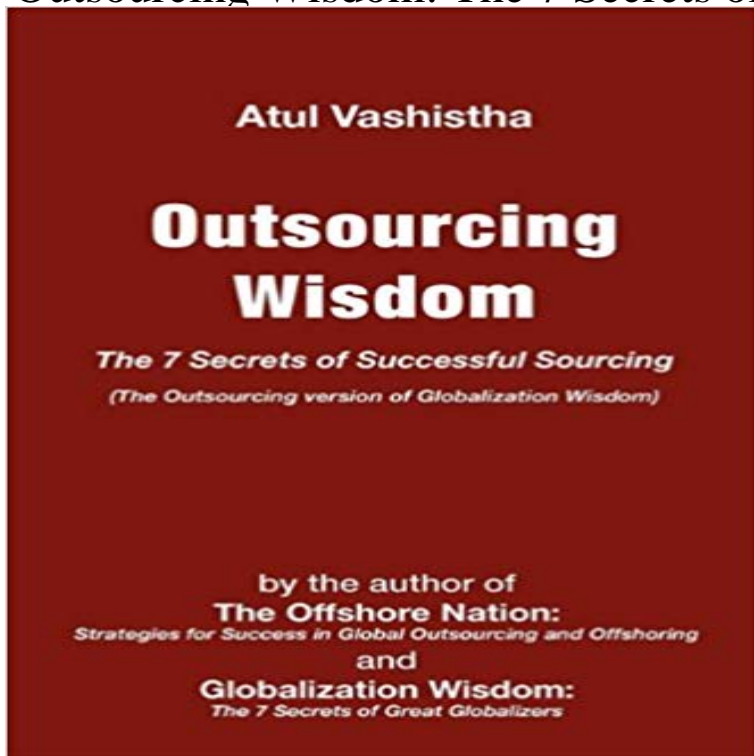


Outsourcing Wisdom: The 7 Secrets of Successful Sourcing



The Good to Great For Outsourcing Not surprisingly, the companies and leaders that are successful outsourcers engage in similar practices-key practices that other companies regardless of size can emulate. In my two decades of consulting to major corporations on global sourcing and outsourcing, I've seen similar trends and patterns among firms that have succeeded in outsourcing and have summarized them as seven best practices in successful outsourcing. This book is about sharing those practices, these seven secrets. The seven chapters on the seven secrets that follow expound the key attitudes and behaviors that successful outsourcers share-and offer concrete guides for replicating their success within your own organization. I've paired what I know from my work with Neo Advisory (Formerly neoIT), as an advisor to firms looking to outsource, with sage advice and stories from executives at organizations that are successful outsourcers, many of whom were among the first to outsource, including Applied Materials, Lenovo, Virgin, Cisco, FedEx and Plantronics. The end result is a book designed specifically for C-level executives and practitioners at organizations positioned at all stages of outsourcing maturity.

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