



# Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability

Jonathan O'Brien

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## Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability

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Category Management is a technique used to understand markets, analyze spending, and make purchasing decisions that save money. It can mean the difference between accepting mediocre goods and services at high cost and effective supply management which delivers real value. By altering how goods are categorized and supplied, it helps shift purchasing from being an error-prone transaction to lowering costs for the business.

Using case studies, diagrams and practical examples, *Category Management in Purchasing* provides a clear definition and explanation of category management. In this new edition, Jonathan O'Brien presents a step by step process for its implementation and use that companies can readily apply in line with their overall business strategy. This practical toolkit allows readers to analyze complex sourcing situations quickly and develop innovative and creative solutions.



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