



Supply Chain Ethics: Using CSR and Sustainability to Create Competitive Advantage

John Manners-Bell

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It is increasingly clear that traditional supply chains which focus on sourcing products from the lowest possible cost suppliers are failing to exploit their full potential.

Supply Chain Ethics, through case studies, surveys and unique research, identifies and outlines best practice being employed by global manufacturers, retailers and logistics companies. It examines the so-called 'triple advantage' that accrues to businesses when strategies that combine bottom line profits, sustainable environmental practices and positive societal impact are employed. Narrow supply chain strategies which focus on only one of these three factors will inevitably fail.

Supply Chain Ethics covers the following issues which affect senior supply chain, operations and manufacturing managers: 'triple advantage' best practice and how it can create value for global businesses; product design; sourcing and warehousing; transportation and recycling; environmental practices of logistics companies and suppliers; supply chain technologies. There is also an invaluable Ethical Supply Chains survey of top global companies.

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