



## Outsourcing -- Insourcing: Can vendors make money from the new relationship opportunities?

By Per V. Jenster, Henrik Stener Pedersen, Patricia Plackett, David Hussey

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Outsourcing became fashionable in the late 1980s, came of age in the 1990s, and is now a normal part of corporate life. Written by well-known and respected business authors and incorporating new research from Copenhagen Business School, this book covers the newest elements of outsourcing today and discusses how strategic alliances should be established between the buyer and supplier. Topics explored throughout include the scope, scale and importance of what is outsourced; the pricing and risk sharing involved; and changes to organizations which lead them to seek more outsourcing.

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## **Editorial Review**

### **Review**

“Outsourcing Insourcing comes at a critical time...” *Supply Management*, 12<sup>th</sup> May 05

“...the authors not only help readers explore the digital frontier but also empower them to identify, understand and assess these risks.” (Gulf Business, July 2005)

### **From the Inside Flap**

Managers at various levels who are involved, or contemplate becoming involved, with the supply of value-added outsourcing products and services will find this book valuable. It provides particularly constructive advice for managers who have become outsourcing suppliers and buyers, but who have not yet attained the strategic partner end of the spectrum. For participants in MBA and executive management courses this book offers comprehensive coverage of a topic of ever-greater relevance in this era of increasing globalisation. The book may also be useful for in-house training programmes in which insourcing and outsourcing are part of the curriculum.

### **From the Back Cover**

Outsourcing became fashionable in the 1980s, came of age in the 1990s and is now part of everyday corporate life. We are all familiar with the principles that underlie it – a focus on core competencies, cost analysis, and total quality management. But these relate to the buying organisation. And there are at least two organisations in any outsourcing decision.

Despite increased literature on outsourcing, there is little recognition of the supplier's role in developing and implementing an outsourcing arrangement. What, for a buying organisation, is a strategic decision involving benefits, risks and change, is for the supplier a strategic opportunity, with a related but different pattern of benefits, risks and organisational implications.

Drawing on research from Copenhagen Business School strengthened by a balance of case studies and contributions from participating companies, *Outsourcing-Insourcing* offers insights on strategy and implementation for buyers and suppliers. Both will discover a wealth of new outsourcing opportunities, along with practical advice for leveraging them to maximise profits.

## **Users Review**

### **From reader reviews:**

#### **Rita Kirby:**

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