

## Greetings!

How much value is created by making every order special? Enough to command a price premium and grow markets that were previously considered mature! In a world where everything from concrete slabs to engineering-design services has become commoditized, personalization is fueling a wave of new growth. [Click here to learn why Netflix earned Boston Strategies International's 2008 award for personalizing its supply chain.](#)

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## Upcoming Presentations

### Participate in these upcoming events:

November 25-26, 2008: *Supply Chain Management: From Concept to Cash*, [4th Trans Middle East](#), Dubai, UAE.

January 20, 2009: *International Sourcing and Cross-Border Logistics*, [APICS](#), Boston, MA.

January 21, 2009: *Global Supply Chain Intelligence*, [APICS](#), a Webinar.

April 4-6, 2009: Keynote Presentation, *Supply Chain Management: Realizing the Potential*, [Saudi Aramco's Third Supply Chain Management Symposium](#), Hotel Meridien, Khobar, Saudi Arabia.

April 4-6, 2009: *Eliminating the Bullwhip Effect by Synchronizing Supply Chains*, [Saudi Aramco's Third Supply Chain Management Symposium](#), Hotel Meridien, Khobar, Saudi Arabia.



## Custom Global Supply Chains



### Monetizing Supply Chain Benefits

Running a customized supply chain delivers more value to the customer, and a custom supply chain capability integrated with a strong marketing strategy can command higher margins. [Click here to view an excerpt of Boston Strategies' presentation on monetizing supply chain benefits at the Portech Asia 2008 Conference in Tianjin.](#)

### Organizing for Supply Chain Excellence

Supply chain management creates unprecedented opportunities, but success relies on continuous and creative leadership. How do leaders cultivate passion for supply chain management? [Click here for an excerpt of David Jacoby's keynote presentation to ISM's Southwest Supply Chain Conference in Dallas.](#)

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## Press

### Award Announcements

- [Qatar Fuel Wins Overall Award](#)
- [Beretta Wins Cost Leadership Award](#)
- [Futuris Automotive Wins Reliability Award](#)
- [Netflix Wins Customer Intimacy Award](#)



### Previous Newsletters

- [Futuris Automotive Wins Reliability Award](#)
- [Beretta Wins Cost Leadership Award](#)
- [Qatar Fuel Wins Top Award](#)
- [New Thought Leadership Forum](#)
- [Missteps Cost Global Managers](#)
- [Art of High-Cost Country Sourcing](#)
- [What's Your Supply Chain Strategy?](#)
- [From Rome: Logistics In Gioia Tauro](#)
- [Logistics In Seattle](#)
- [Logistics In New York](#)
- [How Will Western Manufacturers Survive?](#)
- [Logistics In Shanghai](#)
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## Give Us Feedback

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