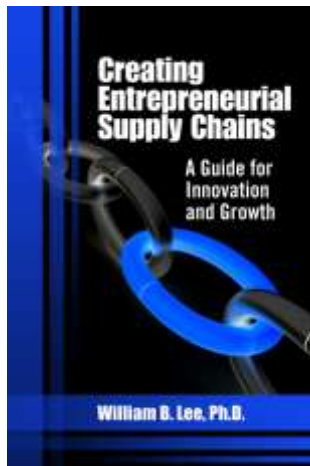

PM WORLD BOOK REVIEW



Book Title: ***Creating Entrepreneurial Supply Chains***

Author: **William B. Lee, Ph. D.**

Publisher: **J.Ross**

List Price: US\$64.95

Format: hard cover; 375 pages

Publication Date: 2012

ISBN: 13: 978-0-8144-3163-4

Reviewer: ***Carol D Kacinko***

Review Date: February 2013

Introduction to the Book

The Preface provides an excellent introduction to this book. Dr. Lee first defines the major concepts of the book; entrepreneur, entrepreneurial, innovation, supply chain and finally the Entrepreneurial Supply Chains. ‘*Where This is Going*’ section describes how the entrepreneurial supply chain pertains to business growth and drives innovation for all forms of businesses. Included is a synopsis of “*how to do it*” steps to create the entrepreneurial supply chain. Each chapter includes research along with case studies pertinent to the topic.

‘*Differentiation from Other Books on Supply Chains*’ explains what is different from Dr. Lee’s book and others. A summary of each chapter is very well defined within the section on ‘*What to Expect in the Chapters and Appendices*’.

Dr. Lee takes the reader through first an understanding of the entrepreneurial supply chain and how it differentiates from the traditional supply chain, the ‘why’ of this concept, an understanding the importance of customers and suppliers as a source of ideas and opportunities, how to recognize these opportunities, the risks and management of the entrepreneurial supply chain, plans and planning, implementing and reaping the payoff.

Overview of Book’s Structure

At the beginning of each chapter the ‘*Learning Objectives*’ lays out the intent of that chapter’s topic. The actual chapter itself is broken into sections providing a smooth and

understandable flow of the material. This simplifies the ability to quickly find a specific aspect of any particular chapter's content.

Other key items included in each chapter are '*Key Idea*'; that provides some thinking outside of the box; and '*An Aside*' with some sideline material about a particular topic. Dr. Lee uses these little boxes of information to get one thinking about the topic and proves to be a great educator.

The author includes other real-life examples and strategically placed visual graphs, tables, charts and diagrams to explain the ideas. '*A Case Note for Further Study*' presents additional information with supplemental cases that can be used for educational purpose. Within the chapter are actual case studies.

With '*A Final Word*' summarizing the chapter topic, the section on '*Assurance of Learning Questions*' lists some questions used to check your understanding of the chapter. At the end of each chapter, '*References*' are identified.

At the end, '*Appendices include visioning the entrepreneurial supply chain, a sample business plan, a sample education and training plan, and a glossary of terms*'.

Highlights: What's New in this Book

The actual content of the book itself is a new topic, Creating Entrepreneurial Supply Chains – A Guide for Innovation and Growth. The concept that the entrepreneurial supply chain is not just meant for what we may conceive as entrepreneurs, but for all forms of business. Comprehending this concept requires a mind-set shift from the traditional view of a supply chain consisting of cost, quality and delivery, to also include innovation and growth. Defining what and how the entrepreneurial supply chain can enhance a company by identifying opportunities while driving innovation and growth through all aspects of business processes. The book provided a new, educated and interesting approach to this supply chain.

Highlights: What I liked!

For a topic, that may otherwise seem to be very dry and boring, Dr. Lee used techniques, visuals, Key Ideas, and other techniques to make this material not only educational but interesting. As a small business owner myself, I found the book enlightening and very helpful. Dr. Lee identified not only a concept of the supply chain, but an innovating way to approach building and managing a business in today's competitive global marketplace.

Shortfalls: What was Missing!

I could not think of any shortfalls and found all the material useful. If anything, it left me wanting to learn more.

Who might benefit from the Book

Of course entrepreneurs from all forms of business could benefit from this book. With the “*how to do it*” process aspects of the book, managers could gain some insightful tips. The addition of innovation and growth of the entrepreneurial supply chain, is a concept that management should comprehend.

The traditional view of the supply chain; cost quality and delivery; parallel the PMI Framework Triple Constraint; cost, time, scope and delivery. Many of the processes described within the chapters align with PMI’s Process Groups. Chapter 6, ‘Due Diligence and the Business Plan’ discusses plans and planning, with some concepts of interest in particular to those responsible for these activities.

Conclusion

In conclusion, for myself, this book offered insight on business innovation and growth through the entrepreneurial supply chain. I would recommend this book to appreciate how to stay competitive in today’s market. Dr. Lee presents guidance through techniques, topics, examples and steps laid out in this book. The overall structure of the book was very well organized to read the material, as well as making this a useful reference.

Creating Entrepreneurial Supply Chains; by William B. Lee, Ph. D.; published by J. Ross; 2012; hard cover, 375 pages; List Price: US\$64.95; ISBN: 978-0-8144-3163-4; More at <http://www.jrosspub.com/Engine/Shopping/catalog.asp?store=12&category=-1&item=14269>

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About the Reviewer



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Carol Kacinko is an IT Consulting Executive with over 30 years managing diverse business protocols for global operational perspectives in North America, Europe, India and Asia Pacific. Proficient in establishing PMO's, infrastructures, and implementing policies, procedures and processes with continuous improvement initiatives. She has led multi-million dollar, multi-year projects; one awarded the '*Smithsonian Institute Award for Technological Innovation*', established Project Management Offices (PMO) where one CIO was recognized in the '*Top 10 CIO's of the Year*' for the Governance implemented, established strategy and led design through implementation of successful Business Intelligence solutions to major corporations. As Principal of her own consulting company she has provided services to Fortune 500 companies and Federal Government Agencies. Carol has provided instruction for both Oracle and IBM. She can be contacted at kacinko@aim.com.