**SUPPLY CHAIN REACTIONS**

Dimas Gimeno Álvarez

A reliable #supplychain helps create a virtuous cycle between producers, retailers, and customers. In this #NewRetailEra, #IoT is a powerful tool that producers should use to manage deliveries and inventory. They must ensure accurate, on-time and under-the-right-conditions shipping and delivery.

“In all WHU programs, students get intense negotiations training because we are convinced that soft skills will continue to become more critical. This is another experiential-learning expedition with many role plays that are firmly rooted in business reality (as opposed to the many simulations/role plays where one buys a car or a house or negotiates for hostages).”

Lutz Kaufmann, Ph.D.
Professor of International business and supply management
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**ASASKING OUR MEMBERS**

**How is Your Organization Tapping Suppliers to Find Innovation?**

This issue’s cover story on page 16 examines how procurement organizations, hoping to use innovation to separate themselves from the competition, are starting to look for it from their suppliers. And the suppliers providing that innovation are often entrepreneurs. Who are your organization’s most entrepreneurial suppliers? How are they helping your company innovate?

To share your thoughts, email us at editor@instituteforsupplymanagement.org, or leave a comment on our social media pages (the addresses are on page 2). Some entries will be featured under Supply Chain Reactions in the November/December issue of Inside Supply Management®. ISM