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Rethinking Your Business Model
Featuring Mike Marks

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A New Book on How Logistics Clusters Drive Competitive Advantage

By Jonathan L.S. Byrnes
January 11, 2013

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Logistics Clusters – Yossi Sheffi's terrific new book – explains how supply chain dynamics are transforming both company competitive advantage, and regional economies.



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Why did Singapore rise to international prominence? Why did Memphis outshine its regional neighbors? Why do competitors win by locating near each other and even sharing facilities? How will the transformed Panama Canal affect commerce on entire continents?

Sheffi answers these questions and more in his insightful and fast-paced book. The book's focal point is an explanation, with multiple examples, of the power of clusters of supply chain-related businesses. These logistics clusters offer compelling advantages for carriers, for customers and for regional economies.

The book is a must-read for all business managers involved in operations, supply chain management, and strategy – it systematically shows the decisive gains from locating in a logistics cluster.

The book is a must-read for all supply chain service providers – it details the powerful advantages from participating in a logistics cluster, and conversely the problems that result from failing to take advantage of this essential configuration.

And, the book is a must-read for government officials seeking to turbocharge their economies and upgrade their labor force in a recession-proof, outsourcing-proof, sustainable manner.

This book is written in a fast-paced style that draws the reader through the fascinating story of why logistics clusters are so important to so many top managers and government officials, what benefits they create for all participants and how to participate to harvest the value.

This is a very important book that reads like a novel. After all, who else but Yossi Sheffi could tell this fascinating story that starts with Roman-era supply chains, continues with the rise of Singapore

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and the demise of the Erie Canal, and encompasses the founding of Federal Express, the just-in-time distribution of spinal surgical kits, and the economic transformation of the Spanish Province of Aragon?

Jonathan Byrnes is a senior lecturer at MIT and author of the recent book, *Islands of Profit in a Sea of Red Ink*. He is president of Jonathan Byrnes & Co., a consulting company with which he has advised over 50 major companies, medical institutions and industry associations. Contact him at jbyrnes@mit.edu.

Get Jonathan Byrnes' four-part MDM webcast series on leading, operating, selling and managing for profit on one DVD. [Learn more.](#)

Author Willy Shih also talked about the value of what he calls "industrial commons" in this interview with MDM Staff Writer Angela Poulson: [Wanted – A U.S. Manufacturing Renaissance](#)



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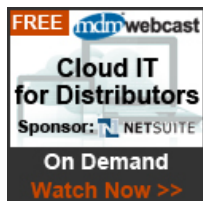
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