



## The Mrd(c) Concept: Hundreds of Companies Fail Every Year Because of Inept Handling of Their Resources, Faulty Materials, Poor Suppliers,

By N. Satishkumar

Outskirts Press. Paperback. Book Condition: New. Paperback. 172 pages. Dimensions: 9.0in. x 6.4in. x 0.5in. This book is about a new management concept. Traditionally, business organizations focus on functions such as Marketing, Finance or Manufacturing. The Materials Resource Deployment (MRD) concept, suggests a paradigm shift from these to the materials resources of the organization. The material resources referred here are not just the input materials for production in the case of manufacturing of goods and finished products in the case of a trading business. It also includes the finished products, the plant, and the machinery. The concept suggests reorganizing and looking at the entire material resources of an organization, its procurement, maintenance, its usage, re-use and finally its disposal through a focus on what is called a materials resources deployment plan. This focus will aid in the optimum use of the resources and reduce wastage, thus resulting in consistent added profit. It does not mean that we remove our focus from marketing, finance, or other business functions. On the contrary, through this concept, with focus on material resources, it enhances manufacturing, supports marketing, builds supplier relationships and customer relationships and helps finance to achieve more return on its investments. In other...



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