



Strategic Management for the Plastics Industry: Dealing with Globalization and Sustainability, Second Edition

Roger F. Jones

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Any general management book can give you the basics of quality assurance, strategic planning, logistics, and more. But how do you apply that knowledge to a company that requires not only sound business practices but also sound science to succeed? And how do you deal with the impact of globalized competition, a fluctuating world economy, and growing pressure from environmental groups and government regulators? Revised and updated throughout, **Strategic Management for the Plastics Industry: Dealing with Globalization and Sustainability, Second Edition** continues to combine coverage of management best practices with coverage of issues specific to the plastics industry.

The author outlines the fundamentals of polymer manufacturing, compounding, distribution, processing, and auxiliary products that make this industry unique, and shows how these factors affect management decisions. Using case studies and examples, he demonstrates the thinking behind successful managerial choices and illustrates what errors to avoid. The book also explains the interrelationships between technologies, markets, business sectors, and strategies in the plastics industry. Topics include company culture, staffing, how to manage internal growth, the "dos and don'ts" of acquisitions, and much more. The material is based on the author's more than 55 years of experience, extensive research, and interviews with managers throughout the industry.

What's New in This Edition

- A new chapter on globalization and sustainability
- All chapters revised and updated
- Updated case studies, and one new case study

The book is written for a broad audience, including aspiring professionals who wish to become managers, managers who want to round out their skills, consultants to the industry, and university students and faculty in plastics engineering and polymer chemistry departments. The combination of experience-based insights and research-based strategies make this an essential resource to help you operate productively, manage effectively, and grow in the global marketplace.

CRC Press Authors Speak

Watch a video of Roger F. Jones speaking about his book.

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