



# The Manager's Step-by-Step Guide to Outsourcing

*Linda Dominguez*

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Outsourcing is one of the most complex and controversial issues in business today. In an effort to remain competitive, many leading companies--from Microsoft to Nike to Pfizer--are incorporating outsourcing as a strategic part of their management decision-making. Yet, for managers responsible for outsourcing, domestically or internationally, this field often seems complex, if not impossible.

*The Managers Step-by-Step Guide to Outsourcing* presents a clear, detailed method for effectively planning and executing an outsourcing strategy in any company, large or small. Top Fortune 500 consultant Linda Dominguez provides all the tools you need to achieve successful, real-world implementation, giving you the power to cut costs, increase efficiency and productivity, generate higher returns, and stay ahead of your competition.

Sharing the invaluable guidance of her clients as well as the advice of outsourcing experts, Dominguez helps you develop a strategic plan for your own initiative. She imparts the new skills executives, managers, and employees must learn to deliver results, and best practices for creating sustainable shareholder value without sacrificing quality, productivity, relationships, or control. As you prepare your blueprint for action, you'll discover how to:

- Decide to outsource a business unit or function on or offshore
- Weigh potential cost savings against the potential risks
- Select the best vendor for your specific needs
- Make the transition process swift and effective
- Anticipate and manage outsourcing problems and challenges
- Identify and navigate cultural and style differences
- Recall an outsourced unit back in-house when necessary

You'll also find sound advice and tips executives who have successfully outsourced as well as from those who found their projects did not meet their expectations. Complete with a thorough implementation checklist, *The Managers Step-by-Step Guide to Outsourcing* is the only resource you need to ensure the long-term success of your outsourcing project.

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