

Strategic MRO : A Roadmap for Transforming Assets into Competitive Advantage, Richard L. MacInnes and Stephen L. Pearce, Productivity Press, 444 Park Avenue South, Suite 604 New York, NY 10016, 2003, 313pp., \$50.00.

MacInness and Pearce provides a compelling reasons in this book for which the students of the supply chain, maintenance, and operation management need to learn in order to be competitive in the next frontier of operation management.

The authors conclude that assets should be the center of focus for an effective management for MRO (Maintenance, Repair, and Operating), and this focus should be addressed at the strategic level of learning how to recognize the role of assets in the operation of a business and the demand generated by the acquisition and deployment of the assets.

In order to create the direction and goals to strive for the optimal assets management , the authors provide five future perfect states as the guiding principles which like the mathematical symbol of infinity, which is never being reached in the real world, however, it creates a tension for an organization to continuously improve their assets management toward the future perfects.

The following five steps are used to identify and properly manage the assets for the competitive advantage: These are: 1. Define the value stream, 2. Connect the assets to the value stream, 3. connect the demand to the asset, 4. connect supply to demand, 5. compress demand supply connection (DSC).

Some caviar in the book such as managers needs to learn how to classify assets and demand criticality in order to management RMO effectively. And plenty of business case studies were provided which are connected to the practices of DSC. The book also provides a chapter in the Information Technology Connection which serves as the enabling process and providing steps to properly deploy it.

This book is strongly recommended for providing a new frontier for the practitioners and students of the supply chain and MRO management to investigate and to master for their competitive advantage.

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