

## Vertical Integration

**Situation:** The Wall Street Journal says executives are "reviving 'vertical integration,' a 100-year-old strategy in which a company controls materials, manufacturing and distribution."

**The Details:** Are we looking at a return to old school conglomerates, or are companies just looking for more control in specific areas as a means of streamlining supply chains, mitigating risk, expanding into new markets, and keeping innovative ideas from landing in the hands of competitors?

**What it Means:** The pendulum is definitely shifting as companies pull the reins in on outsourcing. [Click Here to Red Full Article...](#)



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Topic tags: manufacturing and distribution, Outsourcing, Supply Chain, Vertical Integration,

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