

Supply Chain Bestseller “From Source to Sold” Launches in Audiobook Format

Listeners get insightful stories from 26 leading supply chain executives, CEOs, and thought leaders plus access to the CHAIN Model for Supply Chain Leadership

SINGAPORE, February 7, 2023 /EINPresswire.com/ -- Radu Palamariu (Alcott Global) and Knut Aliche (McKinsey & Company), supply chain thought leaders and bestselling authors are excited to announce the

launch of the [audiobook](#) edition of “[From Source to Sold](#)” (Grammar Factory Publishing, 2023), which will be available for purchase and download on February 7th, 2023.



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Listening to 'From Source to Sold' on the go is a game-changer for busy professionals looking to elevate their supply chain strategies and to be inspired.”

Radu Palamariu, Managing Director, Alcott Global

“From Source to Sold” offers an inside look at the real-world experiences and valuable lessons of supply chain experts, industry leaders, and disruptive innovators. The book delves into the career paths and strategies of those who have propelled businesses of all sizes, from large multinationals to startups, to the forefront of their industries. It provides listeners with a unique perspective on the specific techniques and smart business practices employed by today’s top supply chain leaders to achieve success and reach the C-suite level.

The release of the audiobook follows the success of the print edition of “From Source to Sold,” which has been met with high demand since its October 2022 launch. The book has reached an audience of 1.8 million, is already distributed through 55 online and offline bookshops, and has been featured in over 200 press articles. The book’s launch was also supported by 14 book launch events in Europe, Asia, the Middle East, and the Americas, an advertising and social media campaign, which helped the book reach over 5,000 readers.

In addition to the audiobook, the listeners will have access to exclusive bonus content, including "The [CHAIN Model](#)," a companion guide to "From Source to Sold" which is available to audiobook listeners. The companion guide offers additional resources and support to implement the strategies outlined in the book. The leadership stories offer important insights into what it takes to be a successful supply chain leader. And these themes have been neatly summarized through what the authors call the CHAIN Model for Supply Chain Leadership, or Chain (C-H-A-I-N), which stands for: Collaborative, Holistic, Adaptable, Influential, Narrative.

"We are thrilled to be able to offer our readers the option to listen to 'From Source to Sold' on the go," said Radu Palamariu. "The audiobook is a great way for busy professionals to fit the book's valuable content into their busy schedules," continues Knut Alicke.

"From Source to Sold" is now available for purchase and download on Audible, Amazon, Apple, Kobo, Barnes&Noble, Mofibo and on Storytel. The print edition of the book is also available in all major bookstores.

To follow the book's journey the authors invite you to visit the book website at www.sourcetosold.com or write to them directly at knut@sourcetosold.com and radu@sourcetosold.com.

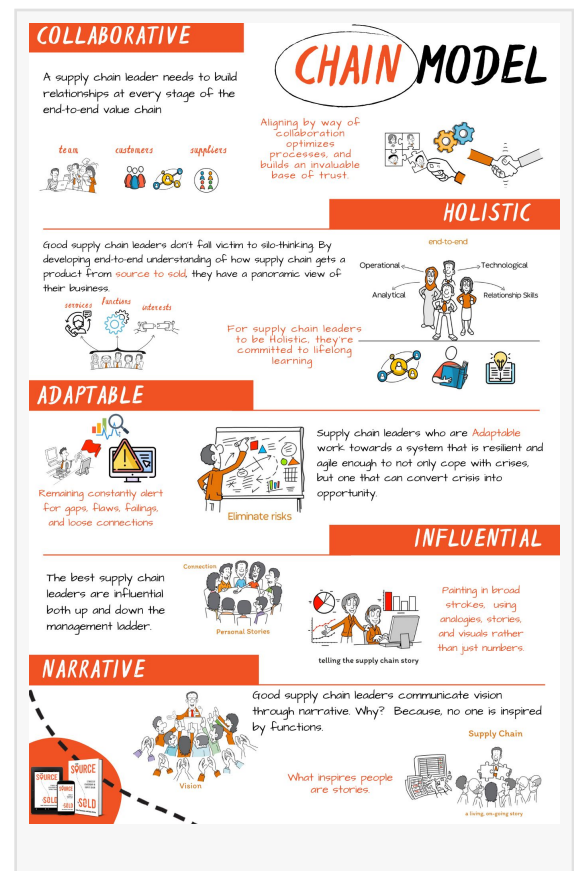
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RADU PALAMARIU is the managing director of Alcott Global, the leading global executive search firm focused on operations and supply chain. He works on C-level assignments with Fortune 500 companies and local conglomerates in manufacturing, logistics, transportation, supply chain management and eCommerce.

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