

# A resource for the year ahead

It's December and time once again for our annual Executive Guide to Supply Chain Resources. This is a comprehensive guide to services, products and educational opportunities targeted specifically to supply chain professionals. As with years past, we're also featuring several articles we trust will offer food for thought in your supply chain in the coming year.

First up is an article by industry veteran Rich Sherman on the pitfalls of demand planning, and how to avoid them. That is followed by executive editor Patrick Burnson's annual outlook for the economy and supply chain management in the year ahead. Burnson surveys a wide variety of published reports and brings them together in one concise outlook feature. For the second year in a row, we're running insights from the Council of Supply Chain Management Professionals' 2018 State of Logistics Report authored by A.T. Kearney. This year, author Michael Zimmerman predicts a steep grade ahead for the logistics sector. He examines the big picture factors that will continue to drive high shipping prices, including a deep dive on each logistics sector and an outlook for coming technological changes. These two are must reads for supply chain professionals who are grappling with uncertain demand, the potential for a slowing economy, volatile fuel prices and

a continuing worker and driver shortage.

We round out the issue with a look at how the Indian auto industry is looking to its waterways as a sustainable way to get finished goods to the right locations for its customers. There are lessons that other developing manufacturing economies can apply to their logistics and supply chains.

I'd also like to invite you to *Supply Chain Management Review's* first NextGen Supply Chain Technology Conference, which will be held in Chicago in April 2019. We'd love to have you attend, but we're also looking for presenters who can speak to the emerging technologies that will shape tomorrow's supply chains and submissions from practitioners to our first annual Supply Chain Awards. You can learn more at [nextgensupplychainconference.com](http://nextgensupplychainconference.com).

As always, the editors at *Supply Chain Management Review* wish all of our readers a successful year to come. We hope that the information and insights contained in this issue will play some part in that success.



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