



Supply Chain Operations & Technologies
 Supply Chain Vendor Compliance
 Fraud Detection & Reduction
 Good Governance
 Turnaround Help

Since January 1996

A core tenet of my consulting is that there must be change for things to improve. Data sometimes must be set up differently for the analysis to be more intelligent. Procedures sometimes need to change (or be created) for operations to work more effectively. Change need not be bad, and much of the time change is good, though it can be a little discomfoting to go through the process.

I recently had the opportunity to change the way I always performed a task and I was quite pleased with the results.

I occasionally perform an internet search on the term "supply chain fraud" and on my book title just to see what else is out there, who else is doing anything along the topic lines, and how my book is doing. The searches have been beneficial as I have caught outright plagiarism of my copyrighted materials. In all cases I have pursued the offenders, and I am happy to report with satisfactory results.

Google® is my default internet search site. I do not normally use the advanced search features (click the gear icon on the search results page and select the Advanced Search option) as I can quality my search criteria fairly well at the outset; overall I am satisfied with the results.

However one time – just on a whim – I decided to compare the Google results to the same internet search on Bing®. Not only were the Bing results significantly different but Bing turned up a nice surprise find that Google never did.

Bing returned the web site www.worldcat.org. WorldCat is – by their own words – the "world's largest network of library content and services" and is provided by the Online Computer Library Center (www.oclc.org) a worldwide organization of nearly 26,000 libraries, archives, and museums in 170 countries.

Entering my book title into the WorldCat site search I was happily surprised to find my book is presently available in **65** member university libraries across the world. Imagine that!

Copy-and-paste the following link into your web browser to view the WorldCat list of where my book is available:

http://www.worldcat.org/title/detecting-and-reducing-supply-chain-fraud/oclc/802047137&referer=brief_results

Professionally, change is a necessity to stay competitive and progressive. Sometimes the smallest of changes yields the biggest of results, and it all starts with just doing something differently than the way we've done it before.

For the latest of my publisher's promotions of my book, this one to 130,000 small and medium sized businesses, copy and paste this link into your web browser:

<http://www.ajpe-productbook.co.uk/gowerfeb2013.html>

Thank you.

Norman Katz, CFE, CFS
 Katzscan Inc.



Visit our web sites:

<http://www.katzscan.com/>

<http://www.supplychainfraud.com/>

<http://www.vendorcompliance.info/>

<http://www.turnaroundhelp.com/>

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