

The Rebound Podcast: Welcome to the new (Ab)Normal

Listen in as Yossi Sheffi discusses his new book, and what supply chains need to do to compete in a Post-COVID world.

By Bob Trebilcock · November 5, 2020

In this episode of The Rebound, Yossi Sheffi, Director of the MIT Center for Transportation and Logistics and an award winning author, discusses The New (Ab)Normal: Reshaping Business and Supply Chain Strategy Beyond Covid-19. ASCM CEO Abe Eshkenazi and SCMR Editorial Director Bob Trebilcock are hosts.

There has been a lot of talk about the failure of supply chains in COVID. But what if supply chains performed exactly as design. The problem was a breakdown of supply chains. Rather, that we had the wrong design for the current circumstances. Perhaps what we need is a new, resilient design, one that can respond to disruptions today and in the future.

In this episode of The Rebound, Yossi Sheffi shares insights into how leading companies are adapting to COVID from his latest book.

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