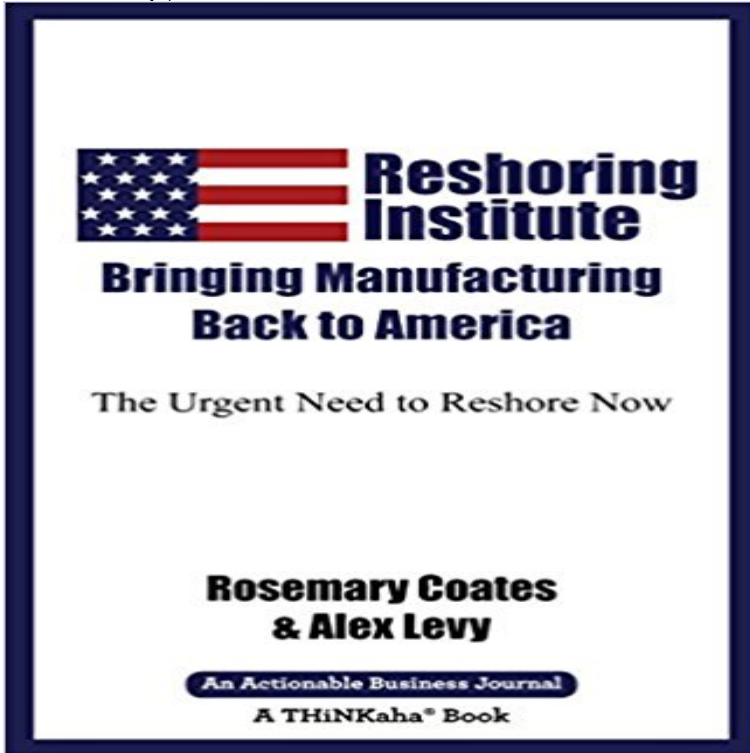


The Reshoring Institute on Bringing Manufacturing Back to America: The Urgent Need to Reshore Now



Reshoring manufacturing is a hot topic for executives across America. Bringing back manufacturing can help rebuild our industrial foundation and stabilize the economy by rebuilding the middle class. A recent study indicates that fifty-four percent of American businesses with over \$1 billion in sales are Reshoring now or considering it. Americans are now looking for products with a Made in the USA label. There is a perception that products made in the US are higher quality and last longer. Buyer behavior has shifted from simply trying to find the cheapest item, to finding the best value. There is a healthy respect for items made in America. Companies are also seeing the benefits of local manufacturing. Building products locally reduces logistics and import costs, as well as allows for better control over quality and production changes. World-class companies now build products to address local preferences in local markets. This is a true evolution in global manufacturing strategy and tactics. There is a great deal of buzz on all these topics related to Reshoring. Want a quick read that will help you think about the issues? The Reshoring Institutes Bring Manufacturing Back to America includes 140 bite-sized ideas for Reshoring discussions. This book will inspire new ideas and approaches for you to increase or start manufacturing in America. It will help you and your team with thought starters, quotes, and brainstorming. Assembled by the Reshoring experts at the Reshoring Institute,

this is a collection of smart quotes and short sentences for use in all of your Reshoring work. The Reshoring Institute is a 501(c)(3) non-profit organized under the University of San Diego, dedicated to teaching students about American manufacturing and helping companies decide to bring manufacturing back. All proceeds from this book go directly toward supporting the Institute. The Reshoring Institute on Bringing Manufacturing Back to America is part of the THiNKaha series, whose slim and handy books contain 140 well-thought-out AhaMessages. Increase your influence by picking up the Aha Amplifier to easily share quotes on Twitter, Facebook, LinkedIn, and Google+.

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