

PRESS & MEDIA SUMMARY

Doug Brown | Black Book Insights | The Black Book of Reshoring

Black Book Insights is a reshoring-centric advisory and research firm serving manufacturers, investors, policy stakeholders, and supply chain leaders navigating America's industrial reset. The company brings together advisory engagements, independent research, and a market-facing data platform to help organizations evaluate domestic production strategy, supply chain resilience, capital allocation, workforce readiness, automation adoption, and operating-model redesign. Its market position is reinforced by the March 2026 launch of The Black Book of Reshoring, which extends the Black Book franchise into the new era of U.S. manufacturing renewal.

WHY THIS STORY MATTERS

Black Book Insights is emerging at a moment when reshoring has shifted from theory to board-level execution. Rising tariff exposure, geopolitical instability, healthcare and industrial supply vulnerabilities, logistics risk, and the maturing economics of automation are accelerating demand for technical guidance that combines policy fluency, operational realism, and benchmark-driven decision support.

WHO IS BUYING / ENGAGING

Typical demand is coming from U.S. manufacturers rebalancing global footprints, private-equity-backed industrial portfolio companies, pharmaceutical and medtech supply leaders, electronics and component makers, regional economic development stakeholders, logistics and infrastructure partners, and executive teams evaluating domestic expansion, supplier redesign, or strategic repatriation of production.

DOUG BROWN

Doug Brown is the author of The Black Book of Outsourcing and The Black Book of Reshoring. He is recognized for translating large market transitions into practical operating frameworks for executive teams. His work now centers on manufacturing strategy, reshoring economics, domestic capacity planning, and the competitive architecture required for sustained U.S. industrial growth.

WHY BLACK BOOK INSIGHTS IS GAINING MOMENTUM

The firm's advisory and research arms are rising together. Client engagements surface real operating questions; research converts those signals into benchmarks, frameworks, and market intelligence that can be reused across sectors. That flywheel creates unusual credibility with decision-makers who need both high-level strategic context and execution-grade guidance.

MEDIA TOPICS

- Reshoring and homeshoring strategy
- Manufacturing investment and site selection logic
- Tariffs, industrial policy, and supply-chain resilience
- Workforce capability, automation, and smart factories
- Domestic production in healthcare, medtech, electronics, EVs, and advanced industry
- The business case for rebuilding U.S. capacity

“Black Book Insights is positioned to become a defining voice in the manufacturing revival—where advisory depth, market intelligence, and a nationally relevant reshoring narrative meet.”

Book: The Black Book of Reshoring | Publisher: Wiley | Launch: March 2026

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