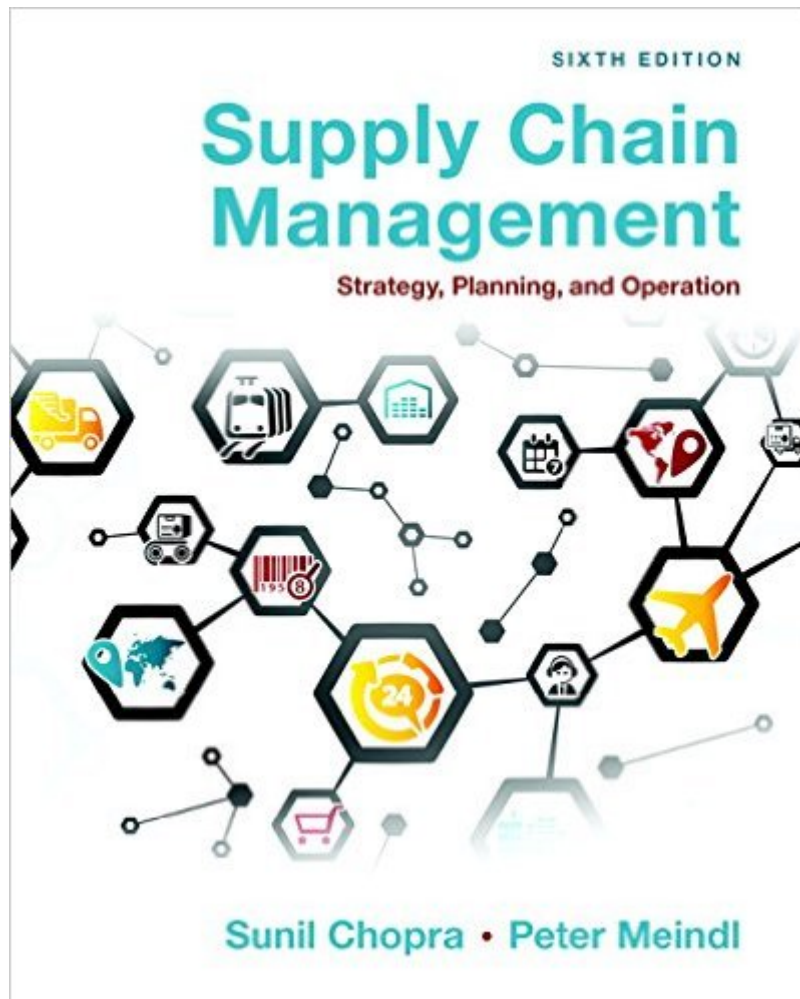


The book was found

Supply Chain Management: Strategy, Planning, And Operation (6th Edition)



Synopsis

For MBA or senior level undergraduate supply chain management courses. A Strategic Framework for Understanding Supply Chain Management Borne from a course on supply chain management taught at Northwestern University's Kellogg School of Management, Supply Chain Management introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. The Sixth Edition weaves in compelling case study examples, providing students with clear insight into how good supply chain management offers a competitive advantage. On the flip side, students also learn the dangers of poor supply chain management, and how it can damage an organization's overall health and performance. Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing. By the end of the course, students will walk away with a deep understanding of supply chains and a firm grasp on the practical managerial levers to pull in order to improve supply chain performance.

Book Information

Hardcover: 528 pages

Publisher: Pearson; 6 edition (January 3, 2015)

Language: English

ISBN-10: 0133800202

ISBN-13: 978-0133800203

Product Dimensions: 7.9 x 1 x 10 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (16 customer reviews)

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Customer Reviews

This is a very well written textbook that focuses predominantly on the business side than the engineering side of supply chain management. It does go into some mathematical details in the development of various models and equations and does a fantastic job of explaining how to solve problems with them AND how to use Excel. However, what it really does well is emphasize to the

manager who may or may not be strong in math or even care for it what the equations and models MEAN and WHY are they set up the way they are. The book assumes a great deal that those people who need to actually solve the problems, typically industrial engineers and operations researchers, will pick up the techniques and more realistic problems elsewhere. This is more for the manager to be able to understand whatever an engineer might be talking about. Off the mathematical side, the book is heavy with real-world examples which it gives in exhaustive detail, and it takes great care in comparing and contrasting examples when trying to illustrate a point or go further into detail with some concept. You'll revisit the same examples over and over again but with new clarity as the text dives deeper and deeper into the successes and failures and practices of businesses as it needs to clarify something new when a new topic is introduced. In fact, you may read through an example and think to yourself, "Yeah, but why doesn't it affect it?" only to find out, yes, it does, but the textbook moved it to a more appropriate section where that "something else" had more to do with the new topic.

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