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performance with this text students gain a deeper understanding of supply chains and a firm
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illustrating the key drivers in effective supply chain management this book outlines the main concepts so that students may understand what creates a competitive advantage this text also provides strong coverage of analytic skills so students can gauge the effectiveness of the techniques described in the text

gain the practical tools to solve supply chain problems supply chain management strategy planning and operation 7th edition global edition by sunil chopra introduces you to high level strategy and concepts a strategic framework guides you through all the key drivers of supply chain performance including facilities inventory transportation information sourcing and pricing the 7th edition embeds compelling case study examples to illustrate how good supply chain management offers a competitive advantage and how poor supply chain management can

damage an organisation's performance with this text you can gain a deeper understanding of supply chains and a firm grasp of the practical managerial levers that can improve supply chain performance with a range of in text features and essential learning tools this text is perfect for mba engineering masters or senior level undergraduate courses in supply chain management

supply chain management employs a strategic framework that identifies and illustrates facilities inventory transportation information sourcing and pricing as the key drivers of supply chain performance in order to help students understand what creates a competitive advantage the concepts discussed in the text are supplemented with a variety of global examples that show how a combination of strategies is needed to achieve significant increases in performance a strong coverage of analytic skills is also provided so that students can gauge the effectiveness of the techniques described in th

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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

audience core courses in operations management approach first text to provide an integrated and comprehensive treatment of both operations and supply chain management competitors stevenson chase aquilano jacobs reid sanders finch burt dobler and russell taylor

preface chapter 1 an introduction to supply chain management the evolution of the supply chain how the supply chain works the evolving structure of supply chains participants in the supply chain aligning the supply chain with business strategy chapter summary discussion questions chapter 2 the retail distribution channel participants in the distribution channel types of channels channel relationships chapter summary discussion questions chapter 3 supply chain operations planning five links in the chain demand forecasting product pricing inventory management chapter summary discussion questions chapter 4 supply chain operations sourcing materials and making products procurement credit and collections product design production scheduling facility management chapter summary discussion questions chapter 5 supply chain operations deliveries and returns order management delivery scheduling the reality of returns outsourcing supply chain operations

fully integrated with the personal computer this easy to use book provides readers with the

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this text addresses a growing demand for a briefer book in operations management at 500 pages it strikes the perfect balance by covering the essential topics and provides the pedagogical structure beginning students need

designed for mba students this book offers a brief introduction to the basic concepts of operations management it provides a strategic conceptual view of om and the basics to complement class activities

for undergraduate and graduate supply chain management courses illustrating the key drivers in effective supply chain management supply chain management illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage this text also provides strong coverage of analytic skills so students can gauge the

effectiveness of the techniques described in the text

in the current business landscape many business firms compete in one project and cooperate in another related project and they do so at the same time even more interesting is that certain members of these firms are involved in both projects this book examines this new business landscape résumé de l éd

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