

Supply Chain Management Coyle 9th Edition

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managing supply chains a logistics approach 9e international edition refined its focus on the supply chain approach by blending logistics theory with practical applications each chapter opens with supply chain profiles vignettes introducing students to real world companies people and events new and updated on the line boxed features are applied examples providing students with hands on managerial experience of the chapter s topics supply chain technology boxes appear throughout the text helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes short cases at the end of each chapter are updated and build on what students have learned in the chapter

using a reader friendly style and straightforward interesting approach supply chain management a logistics perspective 11e blends logistics theory with practical applications the latest content highlights emerging issues technology developments and global changes in the constantly evolving field of supply chain management today this digital edition examines today s real companies and how public and private organizations are responding to the continual pressure to modernize and transform their supply chains updated features and short cases offer hands on managerial experience as you examine the key decisions and circumstances that supply chain managers face daily new profiles introduce each chapter with real organizations people or events that emphasize the relevance of what you are learning technology focused features and global content examine key areas where change is occurring and provide a meaningful perspective on how today s changes impact current and future supply chains

the latest edition of this market leading text has adopted a supply chain approach one of the latest developments in logistics management its managerial focus blends logistics theory with practical applications and includes updated material of latest transportation regulations and carrier pricing

short cases at the end of each chapter are updated and build on what students have learned in the chapter

transportation is arguably the most critical component of global supply chains and one of the most complex delivering comprehensive coverage of current domestic and global transportation trends transportation a supply chain perspective 7e equips your students with a solid understanding of this dynamic field more student

friendly than ever the seventh edition helps readers understand both the fundamental role and importance of transportation in companies and in society as well as the complex environment in which transportation service is provided today taking a managerial approach the authors give students the tools to successfully adapt to this fast paced and rapidly changing industry the text is organized into three parts part i provides a framework and foundation for the role of transportation from a micro and macro perspective in supply chains discussions include both the theoretical and managerial dimensions of transportation in supply chains including regulation and public policy part ii focuses on the providers of transportation offering an industry overview operating and service characteristics cost structure and current challenges and issues part iii focuses on a variety of critical transportation management issues providing insightful discussions of the strategic activities and challenges involved in the movement of goods through the supply chain important notice media content referenced within the product description or the product text may not be available in the ebook version

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delivering comprehensive coverage of current domestic and global trends transportation a supply chain perspective 8e equips readers with a solid understanding of what is arguably the most critical and complex component of global supply chains taking a managerial approach the text explains the fundamental role and importance of transportation in companies and in society as well as the complex environment in which transportation service is provided today it provides a framework and foundation for the role of transportation from a micro and macro perspective in supply chains it also offers an overview of the operating and service characteristics cost structure and current challenges faced by current providers of transportation in addition the authors spotlight a variety of critical transportation management issues providing insightful discussions of the strategic activities and challenges involved in the movement of goods through the supply chain completely up to date the eighth edition features new readings cases and examples it emphasizes global topics throughout includes new coverage of hard and soft technology and offers expanded discussions of fuel energy managerial economic and environmental issues important notice media content referenced within the product description or the product text may not be available in the ebook version

this book has refined its focus on the supply chain approach one of the latest developments in logistics management its strategic managerial focus blends logistics theory with practical applications and includes updated material on the latest technology transportation regulations pricing and other issues this market leading text continues to focus on the integration of the supply chain approach as an important concept in understanding contemporary logistics management in addition this text focuses on changes in the way business is being done with a particular emphasis on technology

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