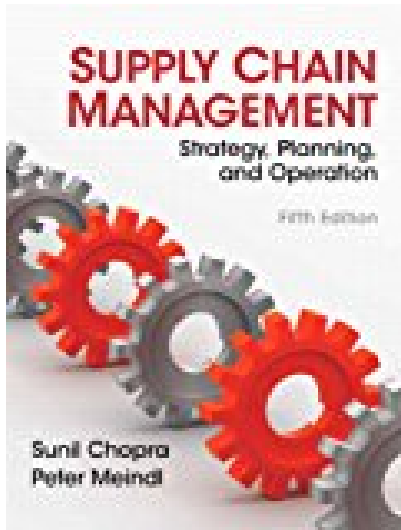


Supply Chain Management 5th Edition



BOOK DETAILS

- Author : Sunil Chopra
- Pages : 528 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0132743957

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BOOK SYNOPSIS

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. 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.

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