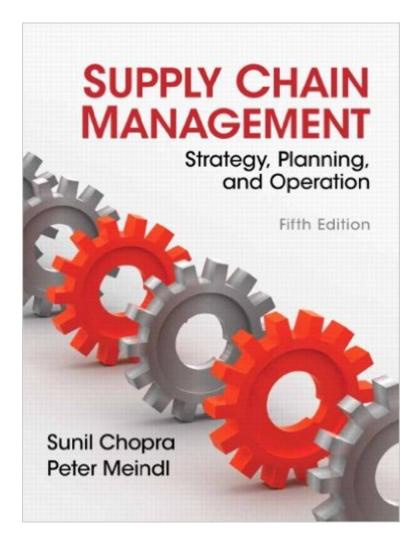
The book was found

Supply Chain Management (5th Edition)





Synopsis

Illustrating the key drivers in effective supply chain management. \hat{A} Supply Chain Management illustrates the key drivers of good supply chain management in order to help readers understand what creates a competitive advantage. \hat{A} The fifth edition continues to increase the focus on global supply chain. \hat{A} \hat{A}

Book Information

Hardcover: 528 pages Publisher: Pearson; 5 edition (February 5, 2012) Language: English ISBN-10: 0132743957 ISBN-13: 978-0132743952 Product Dimensions: 8.1 x 0.9 x 10.1 inches Shipping Weight: 2.2 pounds Average Customer Review: 4.4 out of 5 stars Â See all reviews (59 customer reviews) Best Sellers Rank: #109,861 in Books (See Top 100 in Books) #108 in Books > Business & Money > Management & Leadership > Production & Operations #392 in Books > Textbooks > Business & Finance > Management #1611 in Books > Business & Money > Management & Leadership > Management

Customer Reviews

As Sunil Chopra and Peter Meindl explain in their Preface, the purpose of their book is to help those who read it to "develop an understanding of the following key areas and their interrelationships: the strategic role of a supply chain, the key strategic drivers of supply chain performance, and [the] analytical methodologies for supply chain analysis." I think their material will be of greatest interest and value to executives who are now centrally involved in management of larger organizations' supply chains. However, I think their book will also be of substantial benefit to others who are directly or indirectly involved as strategic allies in those supply chains, those who can also help to ensure effective management of them.Chopra and Meindl carefully organize their material as follows:Part I: Building a Strategic Framework to Analyze Supply ChainsPart II: Designing the Supply Chain NetworkPart III: Planning Demand and Supply in a Supply ChainPart IV: Planning and Managing Inventories in a Supply ChainPart V: Designing and Planning Transportation NetworksPart VI: Managing Cross-Functional Drivers in a Supply ChainI was especially interested in the final part because one of the greatest challenges when establishing and then sustaining an

effective supply chain is to take into full account the need to get all participants in proper alignment, especially when cross-functional resources to achieve to achieve mutually-beneficial results. In Part VI, Chopra and Meindl respond to questions such as these:1. What is the role of sourcing?2. How to achieve design collaboration?3. What are the most important "drivers" of pricing and revenue management?4. What is IT's role?5.

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