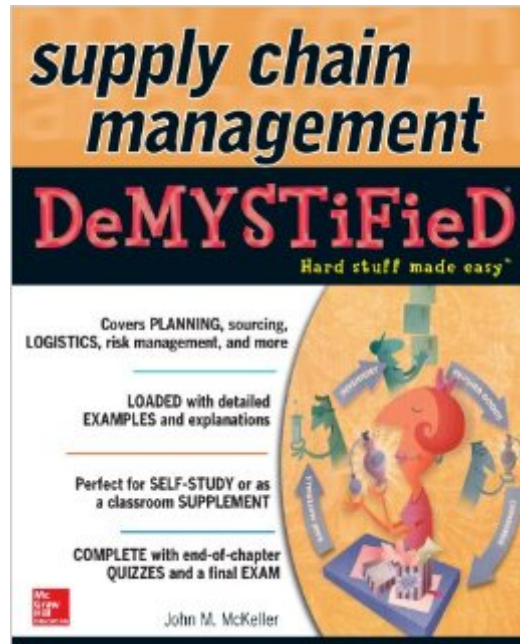


The book was found

# Supply Chain Management Demystified



## Synopsis

Your SOURCE for supply chain management fundamentals Optimize your understanding of the essential supply chain management practices used by the best firms to gain competitive advantage. Written in an easy-to-follow style, Supply Chain Management DeMYSTiFieD is filled with best practices and proven techniques for success. This practical guide covers supply chain collaboration, planning, strategic sourcing, manufacturing, production, logistics, risk management, and performance metrics. Corporate social responsibility is also addressed. Detailed examples and concise explanations make it easy to understand the material, and end-of-chapter quizzes and a final exam help reinforce key concepts. It's a no-brainer! You'll learn about: Creating a customer-focused strategy Buyer-supplier negotiations New product development Just in time (JIT), Lean manufacturing, and Six Sigma Transportation Global supply chains Simple enough for a beginner, but challenging enough for an advanced student, Supply Chain Management DeMYSTiFieD helps you master this essential business and quality management topic.

## Book Information

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## Customer Reviews

This relatively short book is a useful introduction to the concepts related to supply chain management, and it also shows how these concepts are connected to quality management. If you ever wondered what people meant when referring to supply chains, this book will definitely be helpful.

I purchased this book for my company's public relations specialist to gain a fundamental grasp on Supply Chain Management. Although I am well versed in logistics and supply chain management relative to public relations and marketing, I benefited from this book as well.

Intro stuff

great information

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