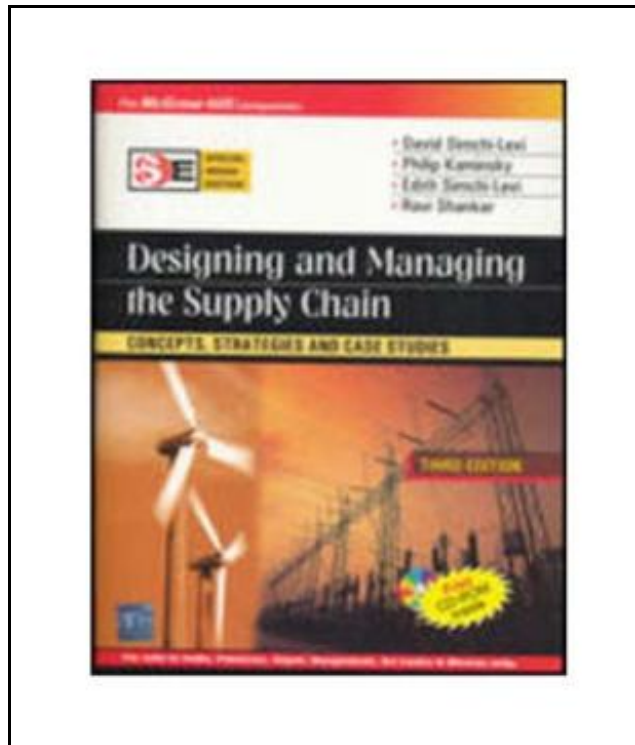


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McGraw Hill Education, 2007. Softcover. Book Condition: New. 3rd edition. The text provides state-of-the-art models, concepts, and solution methods that are important for the design, control, operation, and management of supply chain systems. Although many essential supply chain management issues are interrelated, the authors strive to make each chapter as self-contained as possible, so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and examples to illustrate the concepts. While the structure and philosophy of the earlier editions is kept intact, the authors place an increasing importance on finding or developing effective frameworks that illustrate many important supply chain issues in this edition. In addition, this edition lays a special emphasis on supply chain issues in the Indian context. Many new examples and cases from Indian supply chains are included Contents: Chapter 1: Introduction Chapter 2: Inventory Management and Risk Pooling Chapter 3: Network planning Chapter 4: Supply contracts Chapter 5: The Value of information Chapter 6: Supply Chain integration Chapter 7: Distribution strategies Chapter 8: Strategic alliances Chapter 9: Procurement and Outsourcing Strategies Chapter 10: Global Logistics and Risk Management Chapter 11: Coordinated product and supply chain design Chapter 12: Customer Value Chapter 13: Smart Pricing Chapter 14: Information Technology and Business Processes Chapter 15: Technology standards Chapter 16: Local Issues in SCM Appendix A: Computerized Beer Game Appendix B: Risk Pool Game Appendix C: Supply Contract Spreadsheet Appendix D: Bidding Game Printed Pages: 0.



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