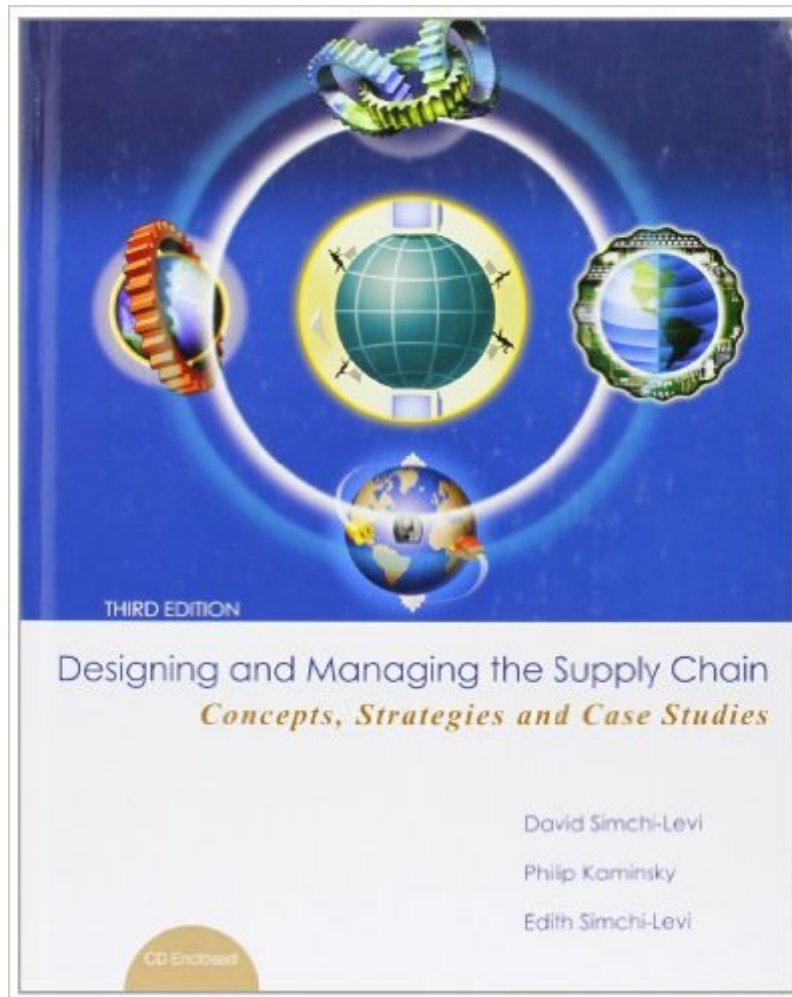


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# Designing And Managing The Supply Chain 3e With Student CD



## Synopsis

Designing and Managing the Supply Chain, 3/e provides state-of-the-art models, concepts, and solution methods that are important for the design, control, operation, and management of supply chain systems. In particular, the authors attempt to convey the intuition behind many key supply chain concepts and to provide simple techniques that can be used to analyze various aspects of the supply chain. Topical coverage reflects the authors'™ desire to introduce students to those aspects of supply chain management that are critical to the success of a business. 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 numerous case studies and examples, and mathematical and technical sections can be skipped without loss of continuity. The 3rd edition represents a substantial revision. While the structure and philosophy were kept intact, the authors placed an increasing importance on finding or developing effective frameworks that illustrate many important supply chain issues. At the same time, motivated by new developments in industry, they added material on a variety of topics new to the book while increasing the coverage of others.

## Book Information

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## Customer Reviews

Considering what others have said before me, I'm not sure that we have read the same book. Or maybe it's just my background, since I do come with considerable supply chain knowledge in my luggage prior to reading this book; I found this a very good book, and not disappointing at all. A bit perhaps, but I will get to that below. Normally, in most supply chain books I have seen there is ample

ink devoted to theories and concepts with a couple of examples thrown in next to illustrative and basic generic figures. Those are books that teach you concepts, but not necessarily how to run your own supply chain. In this book, each chapter is based around several anecdotes of real life case examples that are meant to illustrate certain concepts, and everything in the chapter evolves around these examples. It is impossible to just read this book from beginning to end and get a sense of supply chain concepts and issues, you really have to follow through and do the math in the examples. Seen from a manager's or CEO's perspective, you as the reader are invited to take part in the solution of the problem in the supply chain of said manager, by trying to understand how that particular supply chain works, and by calculating what to do next. Some of the anecdotes even read like suspense novels, and on occasion I really felt like wanting to skip the math and flip to the end to see how the story went...but then I would miss the point of how the problem was actually solved. Having said that, I do agree that the content could have been better structured and laid out, making it easier to spot what this or that section is about. It is not very student-friendly if you are used to having everything served in teaspoon by teaspoon, as we say in Norway.

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