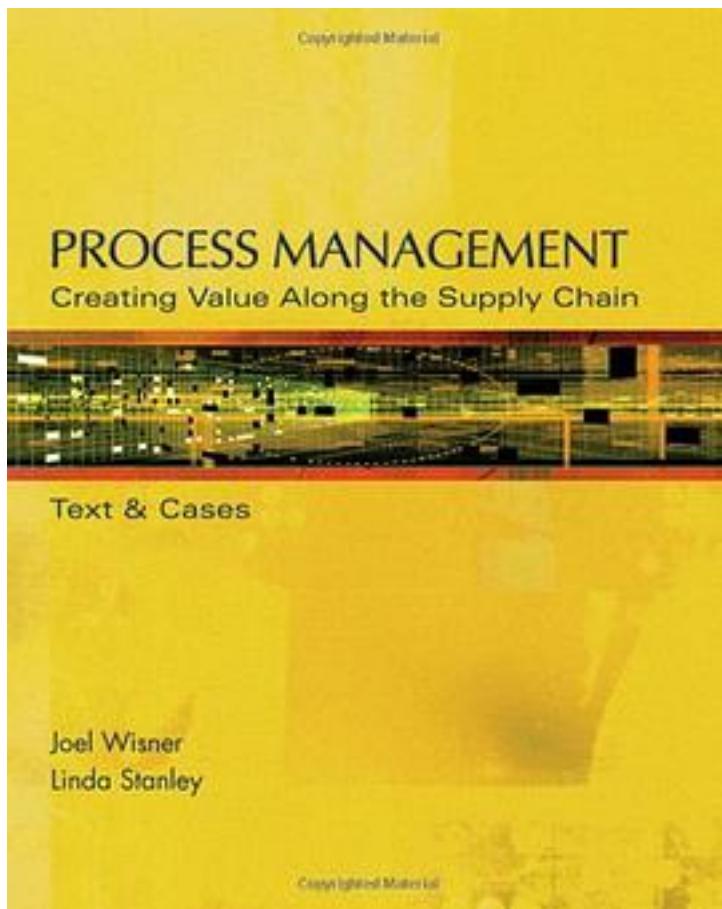


Creative Proc Management



[Creative Proc Management_下载链接1](#)

著者:Wisner, Joel D./ Stanley, Linda L.

出版者:Thomson Learning

出版时间:2007-7

装帧:HRD

isbn:9780324291575

Now you can offer your students the coverage of three books in one as PROCESS MANAGEMENT: CREATING VALUE ALONG THE SUPPLY CHAIN balances coverage of Process Management, Operations Management (OM), and Supply Chain Management (SCM). The book presents a unique focus on the eight key supply chain processes, with

chapters devoted to each of these well-known concepts to form the strong foundation and solid understanding your students need today. The book combines coverage of both strategic and operational issues with an emphasis on the tools and techniques most important to your students for process design and management. Contemporary topical coverage addresses supply chain and e-business applications with appropriate coverage of both manufacturing and service theory and applications. A balanced, thorough coverage of essential topics highlights inventory, JIT, quality, customer and information flow management, and service operations while a unique focus on a value-adding approach throughout the supply chain links the processes of suppliers, the focal company, and its customers. Also included are 21 teaching cases appearing in the textbook's five sections, appropriate for both undergraduate and graduate classes. This mix of process and service applications and management theory offers you much more than any other text of its kind for a process-oriented approach that truly meets the needs of future or practicing professionals. The student CD is bound into the book and contains all of the cases and chapter 16.

作者介绍:

目录:

[Creative Proc Management 下载链接1](#)

标签

评论

[Creative Proc Management 下载链接1](#)

书评

[Creative Proc Management 下载链接1](#)