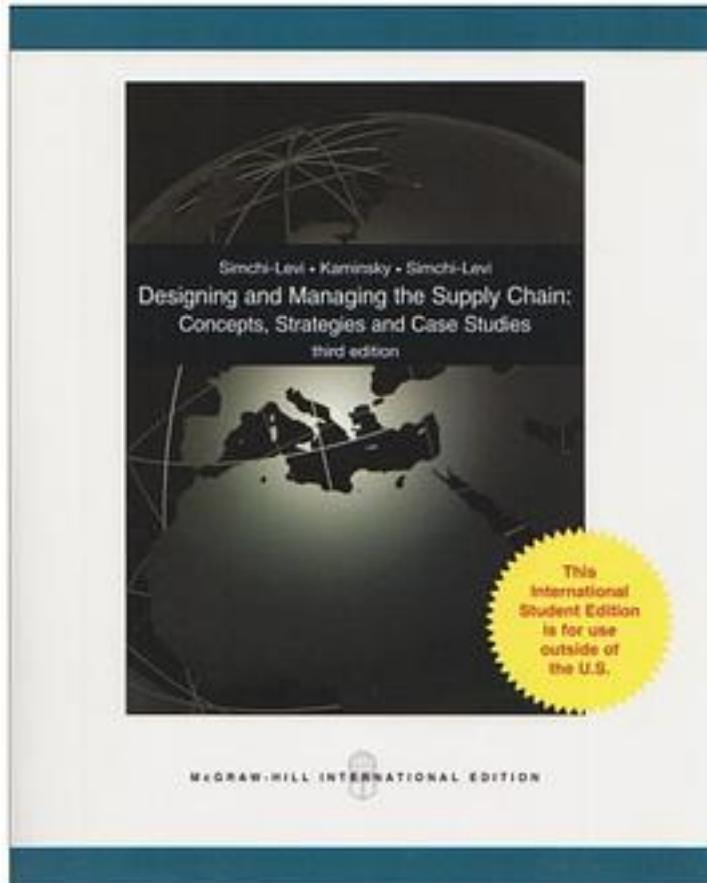


Designing and Managing the Supply Chain 3e with Student CD



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"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.

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标签

SCM

供应链管理

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Management

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评论

非常基础的供应链管理书。我们韩国老师说是值得买来珍藏，放在床头每晚阅读相伴入眠的圣经！

没读完，已经不用读了。简单了解即可做

还是比较经典的。

David Simchi-Levi SCM + OM +manufacturing的业界大牛 MIT的prof
他的个人网站也不妨看看。这本书内容全面结构清晰
穿插用来讲解概念的cases也非常有意思和inspiring。
SCM的program简直可以直接按这本书来教了！！读完这本书不仅对SCM会有全面的了解对各个行业也会有更深的认识。

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