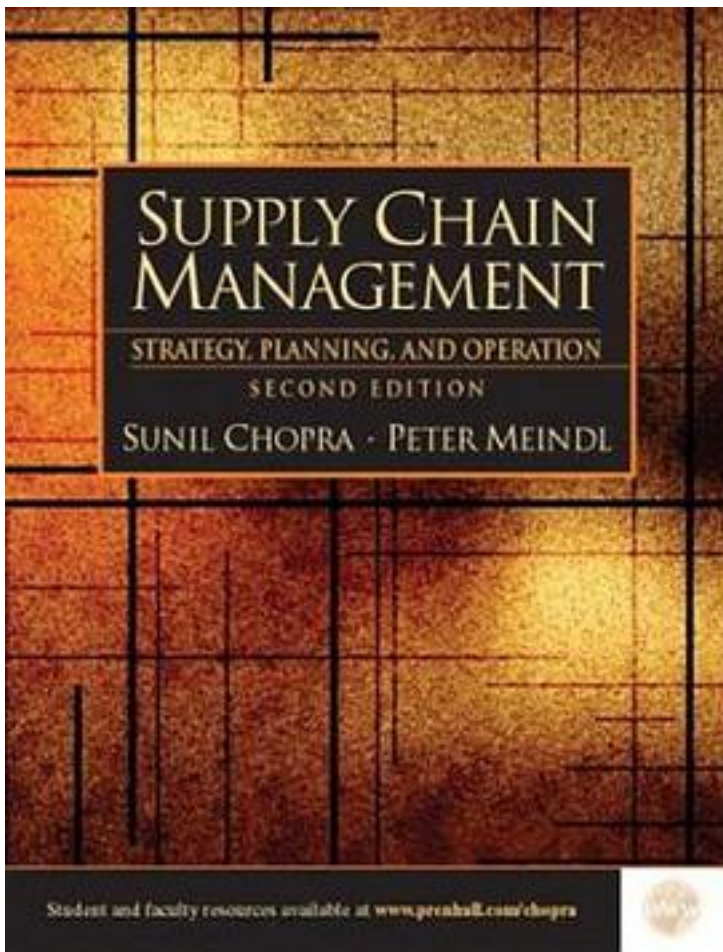


Supply Chain Management



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The eighth edition continues to refine the focus from logistics to supply chain management. It provides new and updated aSupply Chain Profiles,a vignettes at the

beginning of each chapter that introduce students to the chapteras topics through familiar real-world companies, people, and events. The text demonstrates practical application of supply chain management through new and updated aOn the Linea boxed features, which are applied examples that provide students with hands-on managerial experience of the chapteras topics. Revised and expanded aSupply Chain Technologya boxes throughout the text help students relate technological developments to supply chain management concepts and logistics practices. Students build their knowledge chapter by chapter through revised and expanded Short Cases at the end of each chapter.

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