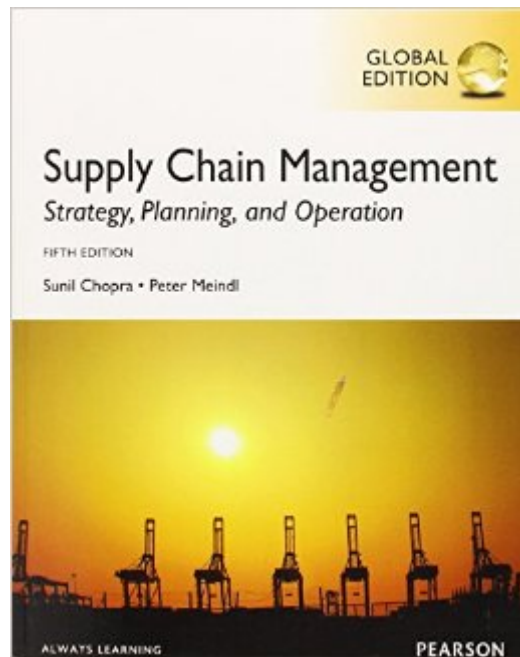


The book was found

Supply Chain Management: Strategy, Planning, And Operation. Sunil Chopra



Synopsis

For undergraduate and graduate supply chain management courses. Illustrating the key drivers in effective supply chain management. Supply Chain Management illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. This text also provides strong coverage of analytic skills so students can gauge the effectiveness of the techniques described in the text.

Book Information

Paperback: 528 pages

Publisher: Pearson Education; Global ed of 5th revised ed edition (April 1, 2012)

Language: English

ISBN-10: 0273765221

ISBN-13: 978-0273765226

Product Dimensions: 8 x 0.9 x 10 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (59 customer reviews)

Best Sellers Rank: #587,214 in Books (See Top 100 in Books) #55 inÂ Books > Business & Money > Management & Leadership > Distribution & Warehouse Management #4190 inÂ Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship #6705 inÂ Books > Business & Money > Management & Leadership > Management

Customer Reviews

As Sunil Chopra and Peter Meindl explain in their Preface, the purpose of their book is to help those who read it to "develop an understanding of the following key areas and their interrelationships: the strategic role of a supply chain, the key strategic drivers of supply chain performance, and [the] analytical methodologies for supply chain analysis." I think their material will be of greatest interest and value to executives who are now centrally involved in management of larger organizations' supply chains. However, I think their book will also be of substantial benefit to others who are directly or indirectly involved as strategic allies in those supply chains, those who can also help to ensure effective management of them. Chopra and Meindl carefully organize their material as follows: Part I: Building a Strategic Framework to Analyze Supply Chains Part II: Designing the Supply Chain Network Part III: Planning Demand and Supply in a Supply Chain Part IV: Planning and Managing Inventories in a Supply Chain Part V: Designing and Planning Transportation Networks Part VI: Managing Cross-Functional Drivers in a Supply Chain I was especially interested in

the final part because one of the greatest challenges when establishing and then sustaining an effective supply chain is to take into full account the need to get all participants in proper alignment, especially when cross-functional resources to achieve to achieve mutually-beneficial results. In Part VI, Chopra and Meindl respond to questions such as these:1. What is the role of sourcing?2. How to achieve design collaboration?3. What are the most important "drivers" of pricing and revenue management?4. What is IT's role?5.

[Download to continue reading...](#)

Supply Chain Management: Strategy, Planning, and Operation. Sunil Chopra Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management (Logistics, Supply Chain Management, Procurement) Supply Chain Management: Strategy, Operation & Planning for Logistics Management (Logistics, Supply Chain Management, Procurement) Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management Supply Chain Management: Strategy, Planning, and Operation (6th Edition) Supply Chain Management for the Curious: Why Study Supply Chain Management? The Logistics and Supply Chain Toolkit: Over 100 Tools and Guides for Supply Chain, Transport, Warehousing and Inventory Management Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design Manufacturing Planning and Control for Supply Chain Management (McGraw-Hill/Irwin Series in Operations and Decision Sciences) Manufacturing Planning and Control for Supply Chain Management Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Operations Management: Sustainability and Supply Chain Management (12th Edition) Operations Management: Sustainability and Supply Chain Management Principles of Operations Management: Sustainability and Supply Chain Management (10th Edition) The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy Sales & Operations Planning RESULTS: Find, Measure, and Manage Results Throughout Your Supply Chain Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Operation World: The Definitive Prayer Guide to Every Nation (Operation World Set)

[Dmca](#)