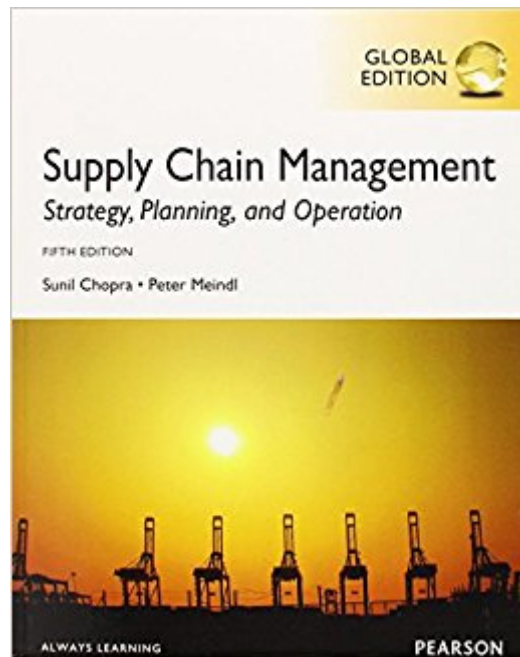


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# Supply Chain Management: Strategy, Planning, And Operation. Sunil Chopra



## 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

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## 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.

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