

Book Review

Managing Supply Chain Operations

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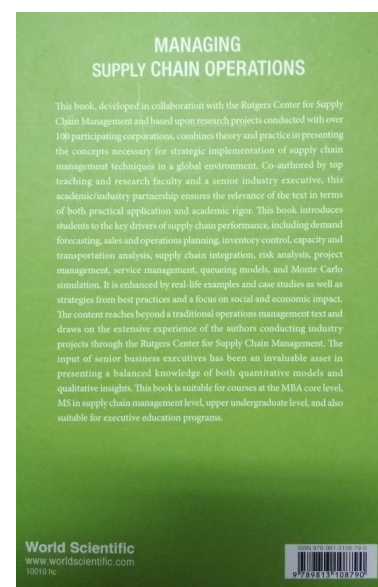
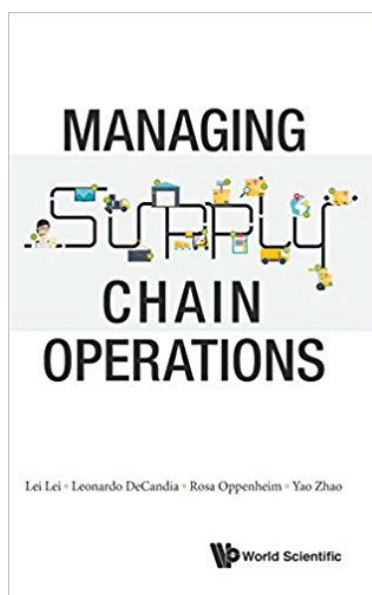
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- Page : 304pp
- Release: May 2017
- ISBN: 978-981-3108-79-0 (hardcover)
- Price : US\$ 98.00
- Note: On the other hand e-version of this textbook one can purchase from Amazon and Kobo.
- Circulation: MBA students, BBA, M.Com, B.Com undergraduate and graduate students taking supply chain management courses, and readers who are interested in the subject.

USP of a Book

- Book Bifurcated in 6 chapters
- Equipped with a technical case study
- Book is in real sense is an excerpts of industry and academia interface.
- Blended Mixture of Authors' from Academic and Industry
- Book is excellent ready recknor and work as a reference title for SCM related issues

SCM is also called the art of management of providing the Right Product, At the Right Time, and Right Place and at the Right Cost to the Customer Supply Chain Strategies are the significant spinal columns to Business Organizations in the present day. SCM is the energetic procedure of managing supply chain activities to take full lead of customer assessment and accomplish a sustainable competitive gain. This Present Book from the inception stages had been formulated a conscious effort by the supply chain wizards who all are in the writing part had framed text in such a way so that after reading a content one can develop and run supply chains in

the most effectual & proficient ways. Supply chain activities enfold the whole thing from product development, sourcing, production, and logistics, as well as the information systems needed to synchronize these activities.

This book developed in partnership with the Rutgers Center for Supply Chain Management and is an ingredient of an empirical research projects demeanor with over 100 participating corporations, combines theory and carry out in presenting the concepts decisive for thought-out effect of supply chain management techniques in comprehensive surroundings. Text in a book had been coauthored by top teaching and research people from industry and academia with an intellectual ruthlessness. This book introduces students to the key drivers of supply chain performance, including demand forecasting, sales and operations planning, inventory control, capacity analysis, transportation models, supply chain integration and project management and risk analysis. It is enhanced by real-life examples and case studies as well as strategies from best practices and a focus on social and economic impact. The content reaches beyond a traditional operations management text and draws on the extensive experience of the authors conducting industry projects through the Rutgers Center for Supply Chain Management. The input of senior business executives has been an invaluable asset in presenting a balanced knowledge of both quantitative models and qualitative insights.

This book is suitable for courses at the MBA core level, PGDIBO Students who are pursuing International Business at PG Level, MS in supply chain management level, upper undergraduate level, and also suitable for executive education. The Book is very constructive for managers involved in creating, optimizing or redesigning a supply chain. Readers after reading would unquestionably have a say to, the supply chain decision-making process and build academic orientation in logistics.

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