DESCRIPTION

Supply chain management, rapidly-advancing and growing ever more important in the global business climate, requires an intense understanding of both underlying principles and practical techniques. Including both a broad overview of supply chain management and real-world examples of SCM in companies ranging from small to large, this book provides students with both the foundational material required to understand the subject matter and practical tips that demonstrate how the latest techniques are being applied. Spanning functional boundaries, this well-regarded book is now in its second edition and has quickly become a standard course text at many universities.

This newest edition continues to provide a balanced, integrative, and business-oriented viewpoint of the material, and deeply explores how SCM is intertwined with other organizational functions. New material has been added to address the importance of big data analytics in SCM, as well as other technological advances such as 3-D printing, cloud computing, machine learning, driverless vehicles, the Internet of Things, RFID, and others.

ABOUT THE AUTHOR

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NEW TO EDITION

New to this Edition:

• Material new to this edition includes the addition of the effects of big data analytics on supply chains

• With a new focus on technology, the book addresses advancements that are changing supply chains, from 3-D printing to cloud
  computing and driverless vehicles

• Updated examples include key concepts applied to supply chains of various size companies, from small to large firms

FEATURES

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• Provides a comprehensive foundation of supply chain management, from a broad overview of SCM to strategic implementations
  and operational techniques

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