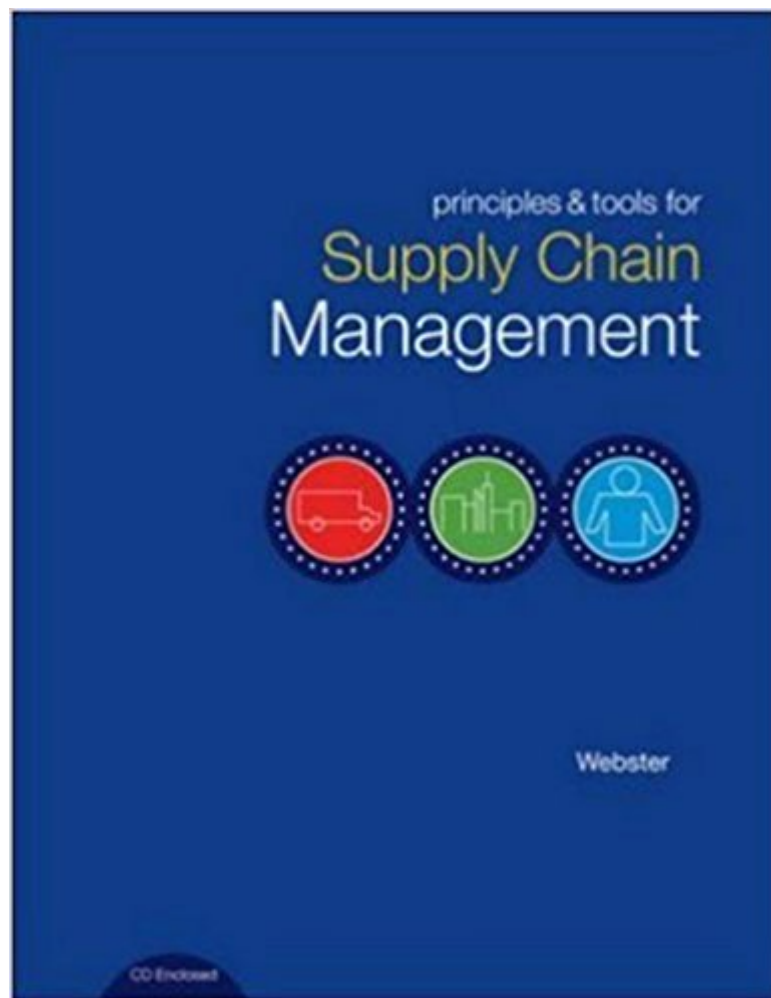




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Principles And Tools For Supply Chain Management With Student CD-ROM



Synopsis

Webster's *Principles and Tools of Supply Chain Management* provides a basic introduction to the concepts and tools of supply chain management and delivers an optimal balance of descriptive and analytical material. The book is divided into three parts: Foundation; Principles and Tools; and Synthesis. Part 1 introduces the basic concepts of supply chain management—concepts that are referred to and expanded upon in subsequent chapters; Part 2 focuses on the application of supply chain concepts within the context of particular supply chain activities (i.e., buy, make, move, store, or sell); Part 3, consisting of a single chapter, offers a macro perspective of supply chain management. It reconstructs and synthesizes earlier content while taking a “step back” to review and consider the entire system. A case study is included at the end of each chapter. Some of these cases focus on technology. Chapters that introduce analytical models begin with simple analyses and introduce added complexity and realism as the chapter progresses, thereby offering instructors flexibility with respect to the degree of analytical rigor that they are able to require of their students.

Book Information

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Professor Webster's research focuses on a variety of issues related to improving competitiveness through logistics, including scheduling, policies for managing a supply chain, and the design of distribution networks. His industry work includes the areas of consulting and corporate finance. He teaches undergraduate and graduate classes in operations and supply chain management at Syracuse University.

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