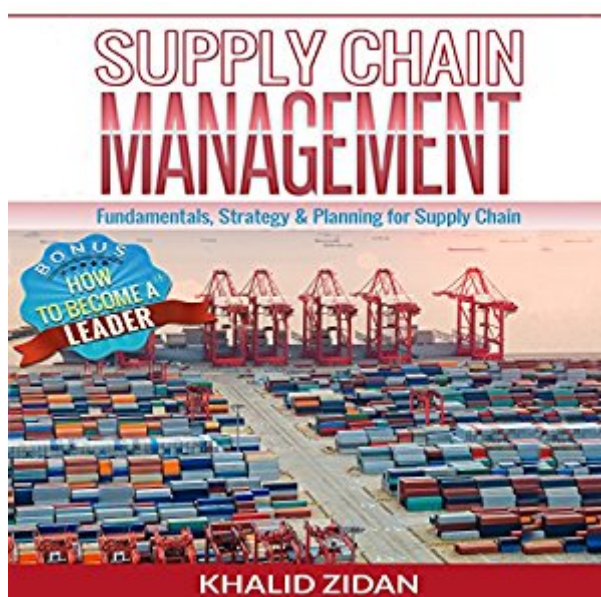


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# Supply Chain Management: Fundamentals, Strategy, Analytics & Planning For Supply Chain & Logistics Management



## Synopsis

The supply chain is not a new concept for economists. The idea of the supply chain is a basic one that has permeated economic systems since the earliest days of trade and commerce. It is simply a term referring to the collection of businesses or individuals responsible for transforming raw materials into products and then getting those products into the hands of consumers. Though it may be obvious to some, it is important to remember that supply chains exist whether or not they are managed - it is a term that refers to the processes necessary to turn raw materials into a product and distribute them to customers. The difference in the modern era is not that supply chains have been invented but that they have become a much more complicated proposition, given the expansion of the international economy that's been made possible by the rise of the Internet and globalization. Whereas in the past, businesses worked with mainly local or regional suppliers and factories, the door is now opened for a company in the United States to own a factory in India and a warehouse in Japan - all without having ever stepped foot outside their city. The customer end of the supply chain has been similarly opened up. Shopping on the Internet allows anyone, anywhere to find and buy from your company - a double-edged sword that lets you expand your reach even as a small business, but also increases the competition presented by other small businesses everywhere in the world.

## Book Information

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## Customer Reviews

With this book you will gain a substantial knowledge on the basics of supply chain management. It

offers valuable and useful information for people in the business and trading sectors and on people in general. It gives you a better understanding of the immense complexity of effective supply chain management. It shows you the different ways to run an effective supply chain. If you are into business or planning to venture into it, grab this book!

I am sorry but this is a joke of a book. First of all, it is 50 pages or so, almost like a booklet. Second, it only gives a very general idea of logistics and supply chain. It mentions several terms and ideas behind the field but never discusses exactly how processes work or can be improved/implemented. Mostly it states the same thing over and over again (what is logistics and types of supply chain processes). I feel for the price this book should do much much more

valid info

He covered a lot of the basic fundamental principles when it comes to the supply chain management. The book is great for those college graduates or undergraduates that are planning to have the supply chain management job within a big company. Great read.

This book educate me more about economic systems and the process. When you are into this kind of business especially when you are into the operation process and man power. Great guide.

Not worth the money. The information is very basic, limited and in short supply.

Disappointed that it is described as being a "book". Pamphlet would be more accurate in my opinion.

Very basic not much in depth information.

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