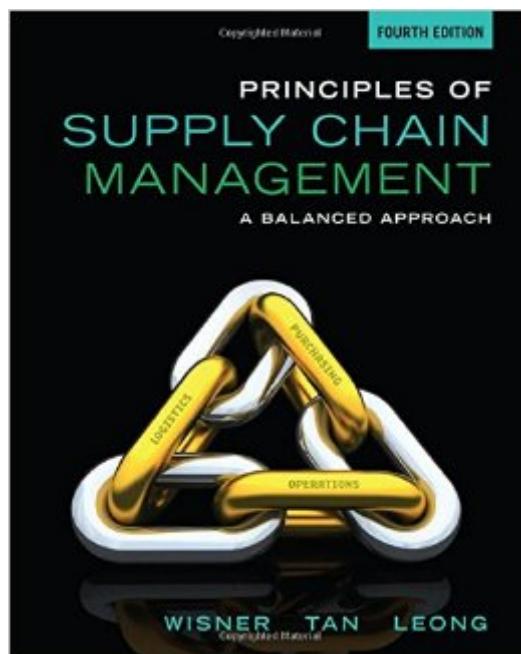


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# Principles Of Supply Chain Management: A Balanced Approach



## **Synopsis**

Reflecting the latest practices, trends, and emerging developments, PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 4E guides you step by step through the management of all supply chain activity--including issues related to both domestic and global supply chains. Comprehensive, one-of-a-kind coverage encompasses operations, purchasing, logistics, and process integration. The book's balanced approach follows the natural flow through the supply chain. Well-organized chapters demonstrate the practical applications of supply chain management in today's workplace, and intriguing SCM Profiles provide a wealth of real-world business examples. In addition, relevant end-of-chapter questions and problems help you put what you learn into practice.

## **Book Information**

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## **Customer Reviews**

It's informative but about as dry as you'd expect from a textbook. Not much of an update from the previous version, but enough differences in homework questions that you probably do need to buy this one instead of the old one.

This book is very helpful and has a lot of information who will help me in my business career.

It is the wrong version of the book. I bought the actual version yet I received the international version, which is worth much less than the actual version of the textbook. I am really pissed off.

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