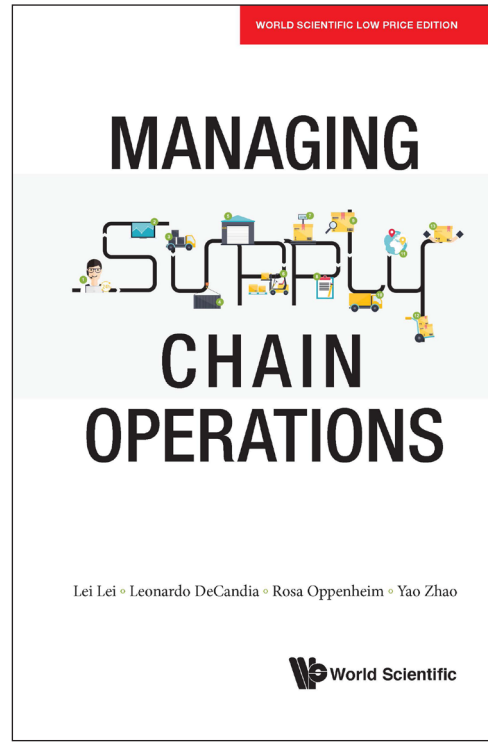


MANAGING SUPPLY CHAIN OPERATIONS

By
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ABOUT THE BOOK

“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 say to, the supply chain decision-making process and build academic orientation in logistics.”

Global Journal of Enterprise Information System

This book, developed in collaboration with the Rutgers Center for Supply Chain Management and based upon research projects conducted with over 100 participating corporations, combines theory and practice in presenting the concepts necessary for strategic implementation of supply chain management techniques in a global environment. Coauthored by top teaching and research faculty and a senior industry executive, this academic/industry partnership ensures the relevance of the text in terms of both practical application and academic rigor.

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

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Management. The input of senior business executives has been an invaluable asset in presenting a balanced knowledge of both quantitative models and qualitative insights.

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