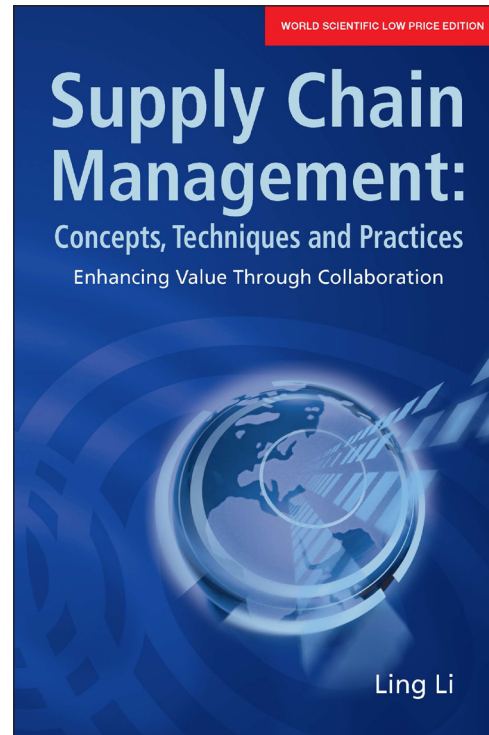


**SUPPLY CHAIN MANAGEMENT**  
CONCEPTS, TECHNIQUES AND PRACTICES  
ENHANCING THE VALUE THROUGH COLLABORATION

By  
Ling Li  
(*Old Dominion University,*  
USA)



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### ABOUT THE BOOK

Integrating theory and practices of supply chain management, this book incorporates more than 15 years of supply chain and operations management research and industry consulting experience to both government and industry firms.

The coverage focuses on how to build a competitive supply chain using viable management strategies, operational models, decision-making techniques, and information technology. It includes a core presentation on supply chain management and new initiatives such as e-commerce, collaborative planning, forecasting, and replenishment (CPFR), data mining, knowledge management, and business intelligence.

### READERSHIP

Academics and practitioners interested in SCM and the e-business environment; MBA students.

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