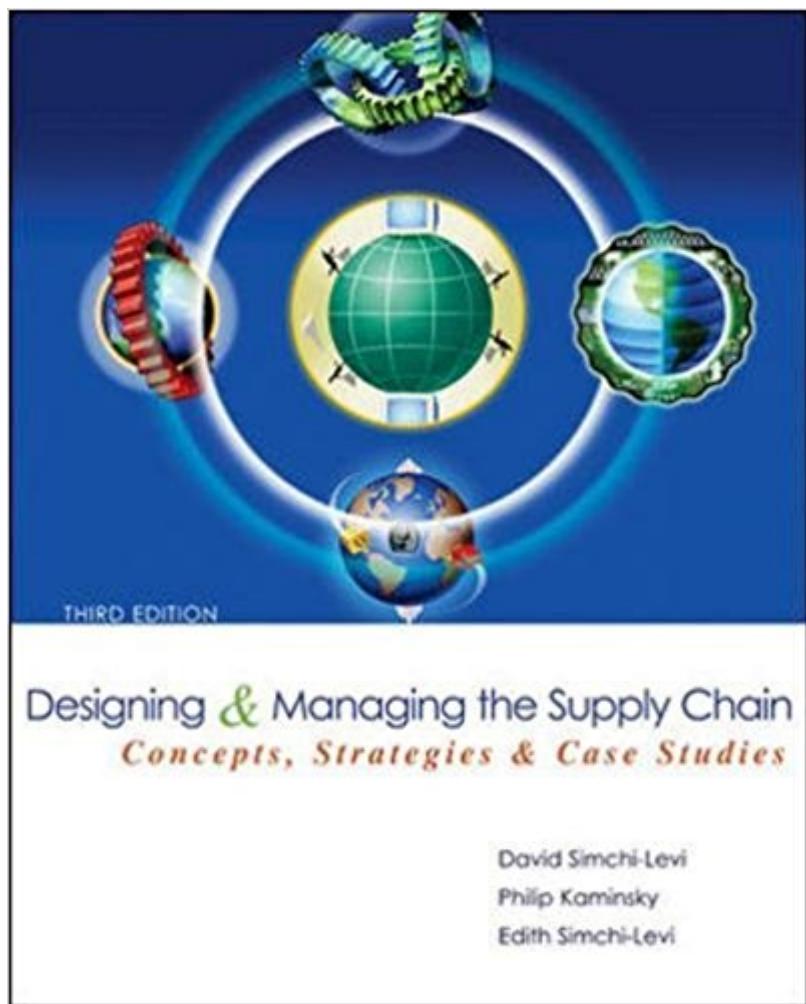


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# Designing And Managing The Supply Chain 3e With Student CD



## **Synopsis**

Designing and Managing the Supply Chain, 3/e provides state-of-the-art models, concepts, and solution methods that are important for the design, control, operation, and management of supply chain systems. In particular, the authors attempt to convey the intuition behind many key supply chain concepts and to provide simple techniques that can be used to analyze various aspects of the supply chain. Topical coverage reflects the authors' desire to introduce students to those aspects of supply chain management that are critical to the success of a business. Although many essential supply chain management issues are interrelated, the authors strive to make each chapter as self-contained as possible, so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes numerous case studies and examples, and mathematical and technical sections can be skipped without loss of continuity. The 3rd edition represents a substantial revision. While the structure and philosophy were kept intact, the authors placed an increasing importance on finding or developing effective frameworks that illustrate many important supply chain issues. At the same time, motivated by new developments in industry, they added material on a variety of topics new to the book while increasing the coverage of others.

## **Book Information**

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## **Customer Reviews**

Associate Professor of Industrial Engineering at the University of California at Berkeley. McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide. Teaches at Massachusetts Institute of Technology.

I think this book added a lot to my supply chain class. Granted, this wasn't the center point of our MBA level class, but was used a supplement to the Professor's developed and vetted curriculum and exercises. The selected readings that we did from the book fit very well into his lessons, and he only had minor critiques to the content covered within the book"which is good in an environment where academics enjoy nit picking each other.I had just a little supply chain exposure in my prior work and was happy to deep dive into the topic as its where my life is slowly leading me to. The Authors presented their ideas in logical thought out steps with very relevant examples and easily understood introductions, explanations and summaries throughout the book.Overall I was happy with this purchase. I usually hate spending money on any type of academic book that I'm only going to use for a semester, but this is one that I'll be hanging onto for the duration of my career to refer back to.Pros:Easily understood lessonsWell thought out and logical progression throughout the entirety of the bookRelevant examples that brought back to the central lessonVery little distracting or not worthwhile contentCons:Price (as always with text books)I didn't use the Student CD and don't really know why its included--Overall I'm happy with the purchase and will be keeping this book for a long time to come. Supply chains are becoming more and more relevant in our ever evolving and quickening world.

Good !

Very confusing! Variables for formulas are thrown all over the place with no explanation. The examples don't tell you what formulas were used. You need to go back and forth between the pages to see what he means. It is truly frustrating. The theory or text parts are eh! Kind of okay, still confusing! It may be good for someone with knowledge in the field but for others it's difficult to understand!

Great book if you want something out dated

Good as in the description.

Perfect condition

The CD contains a student SCM game, called the Beer Game, which does not load on any computer operating 64-bit. I tried all kinds of fixes. Hopefully your instructor does not require you to use this game for practical exercises in class. In which case you are SOL!

Was good and on time delivery

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