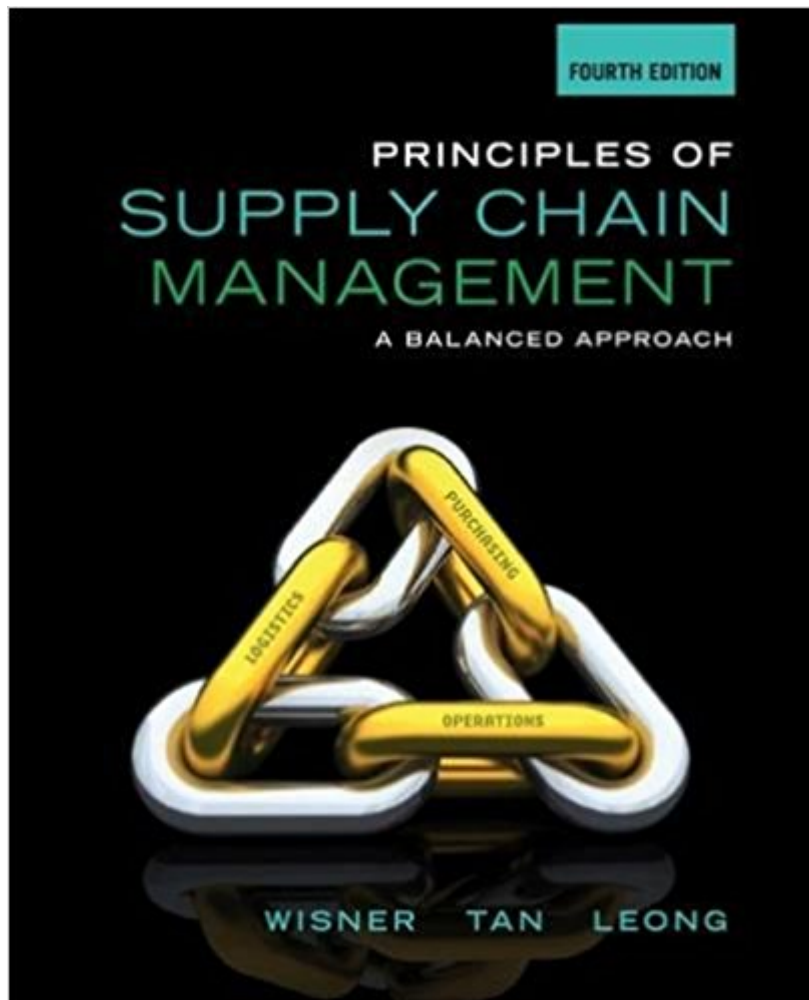




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# Principles Of Supply Chain Management: A Balanced Approach



## 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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**#BeUnstoppable with Principles of Supply Chain Management: A Balanced Approach!** [View larger](#) [View larger](#) [View larger](#) [View larger](#) Issues in social media, cloud computing, & big data. Examples illustrate how to manage service supply chains effectively, and the text helps you understand sustainability in logistics and the impact of social media, cloud computing, and big data analysis in customer relationship management and other processes. Real-life examples bring chapter concepts to life. Each chapter includes SCM Profile boxed features that illustrate chapter topics in the context of real-world practice. Taking a look at global issues. Reviewing the expanding role of supply chain management in sustaining a global

competitive advantage, you examine issues associated with global process integration and risk and security. Real-world practice. Giving you hands-on experience applying what you learn, the Student Companion Website includes cases, PowerPoint slides for each chapter, and YouTube videos illustrating concepts of supply chain management.

Joel D. Wisner is Professor of Supply Chain Management in the Lee Business School at the University of Nevada, Las Vegas. Prior to his academic career, he worked as an engineer in the oil industry in West Texas and the Louisiana Gulf Coast. His research interests encompass quality assessment and improvement strategies along the supply chain. Dr. Wisner has also authored two other textbooks --OPERATIONS MANAGEMENT: A SUPPLY CHAIN PROCESS APPROACH and PROCESS MANAGEMENT: CREATING VALUE ALONG THE SUPPLY CHAIN. His research has appeared in numerous journals, including Journal of Business Logistics, Journal of Operations Management, Journal of Supply Chain Management, Journal of Transportation, Production and Operations Management, and Quality Management Journal. He earned his BS in Mechanical Engineering from New Mexico State University, his MBA from West Texas State University, and his PhD in Supply Chain Management from Arizona State University. Keah-Choon Tan is Professor of Operations Management in the Lee Business School at the University of Nevada, Las Vegas (UNLV). Prior to academia, Dr. Tan was a hospital administrator and an account comptroller of a manufacturing firm. He has served as associate dean and department chair at UNLV, as well as editor, co-guest editor, and on the editorial boards of academic journals. He has published articles in the areas of supply chain management, quality, and operations scheduling in numerous academic journals, including Decision Sciences, Decision Support Systems, International Journal of Production Research, International Journal of Operations & Production Management, International Journal of Logistics Management, Journal of Supply Chain Management, and OMEGA. Dr. Tan has received several research grants and teaching awards, including the UNLV Foundation Distinguished Teaching Award. He received a BSc degree and an MBA from the University of South Alabama and a PhD in Operations Management from Michigan State University. G. Keong Leong is Associate Dean in the College of Business Administration and Public Policy at California State University Dominguez Hills. He received an undergraduate degree in Mechanical Engineering from the University of Malaya and MBA and PhD from the University of South Carolina. He previously taught at University of Nevada, Las Vegas, and the Ohio State University; was a visiting lecturer at the Emirates Academy of Hospitality Management in Dubai, UAE; and a clinical faculty member at the Thunderbird School of Global Management. He has published in Journal of Operations

Management, Decision Sciences, Journal of Supply Chain Management, International Journal of Physical Distribution & Logistics Management, Journal of Management, European Journal of Operational Research, and International Journal of Production Research, and OMEGA. He has co-authored three books, including OPERATIONS STRATEGY: FOCUSING COMPETITIVE EXCELLENCE and CASES IN INTERNATIONAL MANAGEMENT: A FOCUS ON EMERGING MARKETS, and has received research, teaching, and service awards, including Educator of the Year from the Asian Chamber of Commerce, Dennis E. Grawoig Distinguished Service award from the Decision Sciences Institute, and OM Distinguished Scholar Award from the Academy of Management. He has served as the Decision Sciences Institute President, Editor of Decision Line, At-Large Vice-President, Chair of the Innovative Education Committee, Chair of the Doctoral Student Affairs Committee, co-coordinator for numerous committees, and Co-Program Chair for First DSI World Congress. He also served as Chair of the Professional Development Workshop and Chair of the Operations Management Division for the Academy of Management.

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 textbook does the job. It was required for my class and so I bought it. It does the job of explaining the concepts but does not go as in depth as I would like. The textbook is well written and explains the concepts well.

It does what it is meant to do.

love the online version

It met my expectations.

Great product!

This book is absolutely horrible, do not purchase if you take supply chain seriously.

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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