

# Janat Shah Supply Chain Management

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*Global Logistics and Supply Chain Management* - John Mangan  
2020-12-07

Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this revised and updated fourth edition offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies, and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more. The text examines how information, materials, products, and services flow across the public and private sectors and around the world. Detailed case studies highlight LSCM practices and strategies in a wide range of contexts, from humanitarian aid and pharmaceutical supply chains to semi-automated distribution centers and port and air cargo logistics. Examples of LSCM in global corporations such as Dell Computer and Jaguar Land Rover highlight the role of new and emerging technologies. This edition features new and expanded discussion of contemporary topics including sustainability, supply chain vulnerability, and reverse logistics, and places greater emphasis on operations management.

**Quantitative Models for Supply Chain Management** - Sridhar Tayur

2012-12-06

Quantitative models and computer-based tools are essential for making decisions in today's business environment. These tools are of particular importance in the rapidly growing area of supply chain management. This volume is a unified effort to provide a systematic summary of the large variety of new issues being considered, the new set of models being developed, the new techniques for analysis, and the computational methods that have become available recently. The volume's objective is to provide a self-contained, sophisticated research summary - a snapshot at this point of time - in the area of Quantitative Models for Supply Chain Management. While there are some multi-disciplinary aspects of supply chain management not covered here, the Editors and their contributors have captured many important developments in this rapidly expanding field. The 26 chapters can be divided into six categories. Basic Concepts and Technical Material (Chapters 1-6). The chapters in this category focus on introducing basic concepts, providing mathematical background and validating algorithmic tools to solve operational problems in supply chains. Supply Contracts (Chapters 7-10). In this category, the primary focus is on design and evaluation of supply contracts between independent agents in the supply chain. Value of Information (Chapters 11-13). The chapters in this category explicitly model the effect of information on decision-making and on supply chain performance.

Managing Product Variety (Chapters 16-19). The chapters in this category analyze the effects of product variety and the different strategies to manage it. International Operations (Chapters 20-22). The three chapters in this category provide an overview of research in the emerging area of International Operations. Conceptual Issues and New Challenges (Chapters 23-27). These chapters outline a variety of frameworks that can be explored and used in future research efforts. This volume can serve as a graduate text, as a reference for researchers and as a guide for further development of this field.

Inventory Management-principles and Practices. - P. Narayan 2009

The book *Inventory Management Principles and Practices* explains all the fundamental principles of Inventory Management. It starts with a definition of Inventory, why it is needed as well as not needed, what is its impact on a business, how do we classify them for ease of control and what are the various techniques of inventory control. Inventory is an outcome of procurement. So obviously, while studying inventories, the logic behind its procurement should be studied. Hence, chapters on Manufacturing Resources Planning have been added. Just-in-time principles and TQM are some more methods of achieving world-class manufacturing, so they have also been included here. In the present scenario, all activities are being computerized. So lessons on e-commerce as well as all the latest technologies that are affecting Inventory Management have been included. Chapters have been included on methods to handle specific classes of inventories such as spare parts inventory, finished goods inventory, work-in-process inventory, surplus, obsolete and non-moving inventory, etc. Logistics and supply chain management defines the path which a material takes in its life through a company. So it was essential to include a chapter on it also. Keeping in mind the syllabus prescribed in the various universities on this subject, the chapters have been designed accordingly. A chapter has also been included on some motivational thoughts outlining some principles, which would help us to become successful in life. The principles outlined here are universal, applicable to any situation, organization or country.

**The Cloud-Based Demand-Driven Supply Chain** - Vinit Sharma

2018-11-08

It's time to get your head in the cloud! In today's business environment, more and more people are requesting cloud-based solutions to help solve their business challenges. So how can you not only anticipate your clients' needs but also keep ahead of the curve to ensure their goals stay on track? With the help of this accessible book, you'll get a clear sense of cloud computing and understand how to communicate the benefits, drawbacks, and options to your clients so they can make the best choices for their unique needs. Plus, case studies give you the opportunity to relate real-life examples of how the latest technologies are giving organizations worldwide the opportunity to thrive as supply chain solutions in the cloud. Demonstrates how improvements in forecasting, collaboration, and inventory optimization can lead to cost savings Explores why cloud computing is becoming increasingly important Takes a close look at the types of cloud computing Makes sense of demand-driven forecasting using Amazon's cloud Whether you work in management, business, or IT, this is the dog-eared reference you'll want to keep close by as you continue making sense of the cloud.

**Going Backwards** - Dale S. Rogers 1999

Foundations of Inventory Management - Paul Zipkin 2000-01-24

*Foundations of Inventory Management* presents a complete treatment of inventory theory and models for use in advanced undergraduate, masters, or PhD courses in Operations research, manufacturing management or Operations management. Coverage is organized into an introductory section, followed by a section focused on predictable supply and demand, and the third section covering stochastic inventory models. Many recent developments related to or impacting inventory such as ERP systems, supply chain management, JIT, and ERP systems are integrated within the text. The text presents inventory as a critical topic for virtually all businesses today and one in which theory and practice are closely linked. Prerequisite coursework for students of this text would include basic optimization theory, stochastic processes, and dynamic programming. The text includes examples as well as rigorous assignment

problem sets.

**Supply Chain and Logistics Management Made Easy** - Paul Myerson  
2015-04-30

This easy guide introduces the modern field of supply chain and logistics management, explains why it is central to business success, shows how its pieces fit together, and presents best practices you can use wherever you work. Myerson explains key concepts, tools, and applications in clear, simple language, with intuitive examples that make sense to any student or professional.

*A Handbook on Supply Chain Management* - Kuldeepak Singh  
2021-04-21

The book is conceived with a view to give basic concepts and provide practical approach in easy and comprehensible manner for decision making. Few of the Interesting things to learn is building resilient supply chain by concept called SHABD and can be practically implemented by using DIGROM approach. Also, by considering MARGS factor the disruptions in the overall supply chain can be minimized. Easy to remember the key aspects through AUTHOR TIPS is good for recalling the theories for on job implementation or decision making. Primary aim is to benefit existing Logistics and Supply chain professionals but its beneficial for student pursuing Certificate and Diploma courses on the subject to peek insight on practical methods before they enter in professional world. It will be useful to train managers who are NOT involved in Supply Chain and Logistics activity for quick insights and better understanding on the subject matter.

**Journal of Marketing** - 2002

Apr. issues for 1940-42 include Papers and proceedings of the semi-annual [Dec.] meeting of the American Marketing Association, 1939-41.

*Operations Management* - B. Mahadevan 2010

"Covers the core concepts and theories of production and operations management in the global as well as Indian context. Includes boxes, solved numerical examples, real-world examples and case studies, practice problems, and videos. Focuses on strategic decision making, design, planning, and operational control"--Provided by publisher.

*Logistics Management* - Sople, Vinod V.

Logistics has advanced from the warehousing and transportation to boardrooms of the successful leading companies across the world. Logistic capabilities supplement the supply chain operation. It plays an important role in both organizational strategy and

*Total Quality Management* - Poorinma M. Charantimath 2011

*The Lean Sustainable Supply Chain* - Robert Palevich 2012

This title provides comprehensive new best practices for building sustainable, 'green and lean' supply chains, from one of the field's most respected experts.

*Driving Digital Strategy* - Sunil Gupta 2018-07-24

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless

opportunities the digital age provides.

**BUSINESS PROCESS REENGINEERING** - R. RADHAKRISHNAN

2008-06-16

This textbook explores the fundamental principles of Business Process Reengineering (BPR). The express aim of the book is to address the needs of MBA students opting for courses in 'Information Technology Management or 'Operations Management', MCA students who opt for Business Processes as an elective, and students of BE/B.Tech Mechanical Engineering and Production Engineering for courses in Process Engineering/Automation/Management System Design. The book provides them with the concepts, methodologies, models and tools needed to understand and implement BPR. In a nutshell, the book offers a step-by-step presentation of the practical framework and management techniques needed to achieve engineering solutions for implementation of BPR in an organization. The initial chapters introduce the reader to the need for BPR and its utility in relation to IT and manufacturing. The middle chapters cover the methodology, success factors, barriers, and the technologies that are relevant for BPR implementation. The latter chapters present solutions like lean and virtual manufacturing, enterprise resource planning, and functional information systems. An exclusive chapter is devoted to concepts and tasks of software reengineering. Aided by extensive illustrations, end-of-chapter review questions, as well as a chapter consisting entirely of case studies, this book will help students develop a rich, multifaceted perspective, to enable them to handle complex management and engineering problems. The book will be useful to students in practically all branches of engineering, not just mechanical/production/industrial engineering.

**Supply Chain Management** - Sunil Chopra 2010

'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described.

**Business India** - 2002-04

*Productivity* - 1998

**Handbook of Research on Global Supply Chain Management** - Christiansen, Bryan 2015-11-12

Supply Chain Management (SCM) has always been an important aspect of an enterprise's business model and an effective supply chain network is essential to remaining competitive in a global environment. By properly managing the flow of goods and services, businesses can operate more efficiently while managing most of the workload behind-the-scenes. The Handbook of Research on Global Supply Chain Management is an in-depth reference source that covers emerging issues and relevant applications of information pertaining to supply chain management from an international perspective. Featuring coverage on topics such as the global importance of SCMs to strategies for producing an effective supply chain, this comprehensive publication is an essential resource for academics and business professionals alike interested in uncovering managerial insight and logistics solutions.

**MATERIALS MANAGEMENT A SUPPLY CHAIN PERSPECTIVE** - A. K. CHITALE 2014-10-01

This textbook, now in its third edition, continues to provide a comprehensive coverage of the different aspects of materials management in a student-friendly manner. The book gives a clear introduction to materials management, and discusses topics such as classification, codification, specifications and standardization of materials, which aid in effective purchasing. In view of their economic importance, materials planning and budgeting too have been covered in sufficient detail. Besides explaining the fundamental principles of stores management and materials handling, the text gives an in-depth analysis of inventory control with several illustrative examples. It also highlights the principles of purchasing, nature of purchasing process, value analysis and quality assurance. Intended primarily for the undergraduate and postgraduate students of production engineering/industrial management and engineering, and postgraduate students of management, this book would also be useful to the practising managers. New to this edition •

Incorporates two new chapters on: - Supply Chain Management covering practically all the aspects of SCM - Customer Relationship Management

- Includes four new case studies pertaining to inventory control applied to supply chain management

Supply Chain Management - Janat Shah 2009

Supply Chain Management: Text and Cases, 2/e - Janat Shah

Supply Chain Management: Text and Cases presents a comprehensive, yet structured, view of logistics and supply chain management, with a focus on supply chain innovations for firms operating in competitive markets. The most significant change from the previous edition is the addition of two chapters. Chapter 11 is about supply chain contracts. Supply chain contract is emerging as a valuable instrument to coordinate various supply chains. Few popular contracts such as buyback contracts and revenue sharing contracts are discussed in depth. The other new chapter is Chapter 14. It deals with emerging field of sustainable supply chain management. Testimonials "This exceptionally well-written book introduces the concepts of supply chain management in a simple language. The case studies discuss several Indian supply chain issues from a managerial viewpoint." - Rahul Jagannath Patil, Professor, Indian Institute of Technology Bombay "This book is an incredible mix of well-explained concepts and case studies. It is probably the best book in this field that covers issues relevant to India. Sincere effort has been made to look at various supply chain issues while maintaining a fine balance between an analytical approach and a qualitative perspective." - Balram Avittathur, Professor, Indian Institute of Management Calcutta "Supply Chain Management: Text and Cases is an excellent book with comprehensive treatment of theory and practice covering people, process, technology and systems aspects of supply chain management with best practices from the context of emerging economies. Features, such as interview with expert and mini- project, have been included in every chapter are very useful." - S Venkataramanaiah, Professor, Indian Institute of Management Lucknow "This is a rare textbook that lucidly interlaces conceptual rigor with practical nuances. The most important

feature of this book is the treasure of cases that exemplify the complex and globally relevant Indian context. This is a must-read resource for both academia and industry." - L S Murty, Professor, Indian Institute of Management Bangalore "This book is extremely helpful to assimilate difficult concepts like supply chain innovation, vehicle routing problems, inventory models (both deterministic and probabilistic) and postponement strategy with excellent case studies to help students understand the managerial implications. This is also the first book on supply chain management which has addressed Indian supply chain issues. Both MBA and PhD students can find comprehensive coverage of supply chain concepts in this textbook. " - Dr. Rameshwar Dubey, Associate Professor, Symbiosis International University, Pune

**Managing Supply Chains on the Silk Road** - Çağrı Haksöz 2011-12-21  
Historically important trade routes for goods of all kinds for more than 3000 years, the Silk Road has once again come to prominence. Managing Supply Chains on the Silk Road: Strategy, Performance, and Risk present emerging supply chain practices from the Silk Road regions that include China, Hong Kong, India, Pakistan, Iran, Central Asia, Lebanon,

**The Supply Chain Management Casebook** - Chuck Munson 2013  
30 up-to-date case studies illuminate every aspect of modern supply chain management • Risk management, analytics, global supply chain issues, and much more • Innovative processes, technologies, strategies, and tactics • An indispensable resource for both students and practitioners This casebook brings together 30 focused cases addressing virtually every aspect of supply chain management, from procurement to warehousing, strategy to risk management, IT to supplier selection and ethics. A global team of contributors presents key challenges in industries ranging from pharmaceuticals to fashion and previews issues ranging from the "limits of lean" to the potential of 3-D printing. Cases vary in length and complexity, offering maximum flexibility to both instructors and readers; a convenient table provides fast access to specific topics. Qualitative cases are supported by relevant discussion questions and sample responses; quantitative cases are supported by completed numerical solutions, and, where applicable, associated

spreadsheets.

*INVENTORY MANAGEMENT* - D. CHANDRA BOSE 2006-01-01

Inventory control is vitally important to almost any type of industry, whether product or service-oriented. Investments in raw materials, spare parts, work-in-progress and finished products are all critical costs of operations which if not controlled can lead to high capital costs, high operating costs, and decreased production efficiency. This book focuses on the problems of materials control in small-scale manufacturing industries. It explains how to optimize the available resources with a view to reducing material costs and achieving improved capital turnover. It also analyzes a few selected industries and critically reviews their performance in the area of inventory control. The book is designed as a text on inventory management for postgraduate students pursuing courses in commerce, management, and business studies. It is also suitable for all those studying for professional qualifications such as CA, ICWA, and CS.

*Supply Chain Management: Text and Cases* - Vinod V. Sople 2012

*Developments in Logistics and Supply Chain Management* - Kulwant S. Pawar 2016-01-26

Containing the most influential papers from the International Symposium on Logistics, *Developments in Logistics and Supply Chain Management* demonstrates the evolution in logistics and supply chain management since the 1990s.

*The Definitive Guide to Inventory Management* - CSCMP 2014

Inventory management is a critical component of supply chain management, addressing how much inventory should be carried across the supply chain, where to carry it, and how much safety stock is required to meet the organization's cost and customer service objectives. Now, there's an authoritative and comprehensive guide to best-practice inventory management in any organization. Authored by world-class experts in collaboration with the Council of Supply Chain Management Professionals (CSCMP), this text gives students and practitioners a thorough understanding of each leading approach to managing supply

chain inventories, and the variables that drive decisions about inventory levels. It discusses the fundamental need for inventory, how product value affects inventory decisions, how to determine inventory levels, how the number of inventory locations affects inventory levels, and new approaches to reducing inventory. Coverage includes: Basic inventory management goals, roles, concepts, purposes, and terminology, including periodic inventory, perpetual inventory, safety stock, cycle count, ABC analysis, carrying and stockout costs, and more Key inventory management elements, processes, and interactions Principles/strategies for establishing efficient and effective inventory flows The critical role of technology in inventory planning and management New approaches to reducing inventory including postponement, vendor-managed inventories, cross-docking, and quick response systems Understanding essential trade-offs between inventory and transportation costs, including the impact of carrying costs Requirements and challenges of global inventory management Best practices for assessing inventory management performance using standard metrics and frameworks *Supply Chain Management by Pearson* - Sunil Chopra

*Supply Chain Management, 7e* introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all the key drivers of supply chain perf

**A Handbook on Supply Chain Management** - Kuldeepak Singh 2021-04-29

The book is conceived with a view to give basic concepts and provide practical approach in easy and comprehensible manner for decision making. Few of the Interesting things to learn is building resilient supply chain by concept called SHABD and can be practically implemented by using DIGROM approach. Also, by considering MARGs factor the disruptions in the overall supply chain can be minimized. Easy to remember the key aspects through AUTHOR TIPS is good for recalling the theories for on job implementation or decision making. Primary aim is to benefit existing Logistics and Supply chain professionals but its beneficial for student pursuing Certificate and Diploma courses on the

subject to peek insight on practical methods before they enter in professional world. It will be useful to train managers who are NOT involved in Supply Chain and Logistics activity for quick insights and better understanding on the subject matter.

The Definitive Guide to Order Fulfillment and Customer Service - CSCMP 2013-12-16

This is the most authoritative and complete guide to planning, implementing, measuring, and optimizing world-class supply chain order fulfillment and customer service processes. Straight from the Council of Supply Chain Management Professionals (CSCMP), it brings together up-to-the-minute knowledge and best practices for all facets of order fulfillment and customer service process management, from initial customer inquiry through post sales service and support. CSCMP and contributor Stanley Fawcett introduce crucial concepts ranging from customer order cycles to available-to-promise and supply chain RFID to global order capture networks. The Definitive Guide to Order Fulfillment and Customer Service imparts a deep understanding of each crucial process, helping readers optimize your most important customer contacts. Coverage includes: Basic concepts of order fulfillment and customer service, and their essential roles in meeting customer expectations Key elements and processes in order fulfillment and customer service, and interactions amongst them Principles and strategies for establishing efficient, effective, and sustainable order fulfillment and customer service processes The critical role of technology in managing order fulfillment and customer service processes Requirements and challenges of global order fulfillment and customer service processes Best practices for assessing the performance of order fulfillment and customer service processes using standard metrics and frameworks For all supply chain and operations managers, students, and other business professionals and decision-makers who are concerned with order fulfillment or customer service.

*Managing Supply Chain Disruptions* - Asoo J. Vakharia 2009

Managing Supply Chain Disruptions categorizes and review the substantive research contributions relating to managing supply chain

disruptions. With a primary emphasis on formulating directions for future research, the authors focus on significant research and practical findings. Managing Supply Chain Disruptions reviews the general area of supply chain disruptions and examine classifications of disruptions which can be used to provide insights into the disruption management process. It reviews the literature in the emerging field of disruption risk management which attempts to identify specific risks associated with supply chain disruptions. This is followed by a review of conceptual/empirical research with a focus on providing general insights into how one or more organizations have managed the risk associated with disruptions. Given that designing robust supply chain networks are a key feature of managing disruption risk, the authors examine the relevant research in this domain. A detailed analysis of prior research targeted at managing specific risks (e.g., product, supply, operations/process, and transportation risks) is presented, and finally, directions for future research are discussed.

Managing Supply Chain Operations - Lei Lei 2017-03-20

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 Management. The input of senior

business executives has been an invaluable asset in presenting a balanced knowledge of both quantitative models and qualitative insights. This book is suitable for courses at the MBA core level, MS in supply chain management level, upper undergraduate level, and also suitable for executive education. Request Inspection Copy

**Business World** - 2009-03

**Digital Transformation Strategies** - Srinivas R Pingali 2021-12-15

This textbook offers a unique combination of theory, practical applications and case studies on digital transformation strategies. Digital transformation is the process of changing conventional business models enabled by digital technologies. This involves strategically deploying digital technologies to create differential value of an organization. Digital transformation encompasses strategy changes, business model innovation, product and process innovation, and organizational innovation, all wrapped in a layer of newer technologies. This textbook helps define transformation and digitalization and contrasts them with digitization and automation. The book also presents a comprehensive digital strategy framework and describes each of its elements through several examples and exhibits. It provides useful insights into industry-specific cases, suggests detailed templates for digital implementation, and describes the risks in execution of digitalization and potential mitigation strategies. Key Features: - Covers all the key aspects of digital transformation required to build a career in consulting and implementation of digital strategy in business - Cases and examples from multiple industrial sectors to aid understanding of real-life practices and implementation of digital transformation - Structured in a reader-friendly manner to engage students, instructors, and junior and mid-level executives - Assumes no prior understanding of strategy, product development or process innovation

**Supply Chain Management** - N. Chandrasekaran 2010-01-28

Supply Chain Management: Process, Function and System is a composite and a comprehensive textbook designed specially to meet the requirements of management students specializing in Operations

Management, Marketing as well as in Information Technology. It aims to familiarize the readers with the core concepts of supply chain perspectives, models and techniques of supply chain performance management. Beginning with an overview of the key concepts of Supply Chain Management, the book goes on to discuss supply chain structure and their various configuration options. Further it explains the supply chain decision hierarchy and the supply chain flow and includes a chapter on aspects of global supply chain. In its later chapters, it elucidates supply chain models, information technology in supply chain and its applications. The book concludes by elaborating on supply chain organizational issues and approaches to its assessment and excellence. The users will find it useful for its in-depth coverage of topics and concepts explained through various examples, illustrations, flow charts and data tables. The book also includes a cd.

*Logistics and Supply Chain Management* ePub eBook - Martin Christopher 2013-07-25

Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling *Logistics and Supply Chain Management* is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

**Just-in-time Purchasing** - Abdolhossein Ansari 1990

Describes the advantages of just-in-time purchasing, explains how purchasing can become a source of added value, quality, and productivity, and shares the experiences of actual firms

*Global Logistics For Dummies* - SOLE - The International Society of Logistics 2017-12-11

Your one-stop reference for entering the global logistics environment  
Global Logistics for Dummies is an operational-level reference and overview for those manufacturers, businesses, product distributors, providers of logistics services, humanitarian and disaster relief responders and logisticians on both ends of a global chain who are considering entry in or have recently embarked on entering the global logistics chain/market. Easy to follow and packed with tons of helpful information, it serves as a springboard to larger texts for more detailed information. Beginning with an introduction to both the “whats” and “whys” of global logistics, the book sheds light on how global logistics demands the involvement of not only all elements of the logistics enterprise - e.g., design, logistics engineering, supply, storage/distribution, maintenance, transportation, returns/re-manufacturing, etc. - but also all elements of the business enterprise. In no time, it'll get you up to speed on the whole-enterprise logistics elements that should be considered in the decision to enter and excel in providing logistics end-items, goods, and services to a global customer. Deliver global disaster and relief logistics support Explore global manufacturing and distribution logistics Provide logistics services for

foreign customers Adapt domestic logistics to foreign operating environments Written by a team of SOLE - The International Society of Logistics credentialed practitioners and academicians, Global Logistics for Dummies makes it easier than ever to succeed in this ever-growing field.

**Marketing Logistics** - Martin Christopher 2012-05-04

This interface is being recognized by business organizations as a key priority for management, and both practitioners and academics alike have placed a greater emphasis on the need to view the supply chain as a whole as the vehicle by which competitive advantage is achieved. As well as drawing upon current research and the experience of firms worldwide, Marketing Logistics uses numerous 'mini-cases' and vignettes to illustrate the key messages in each chapter and bring the theory to life. This book is an invaluable resource for managers who seek to understand more about the way in which the supply chain should be managed to improve their organization's competitive position, as well as students undertaking degree-level courses in marketing, logistics and supply chain management.