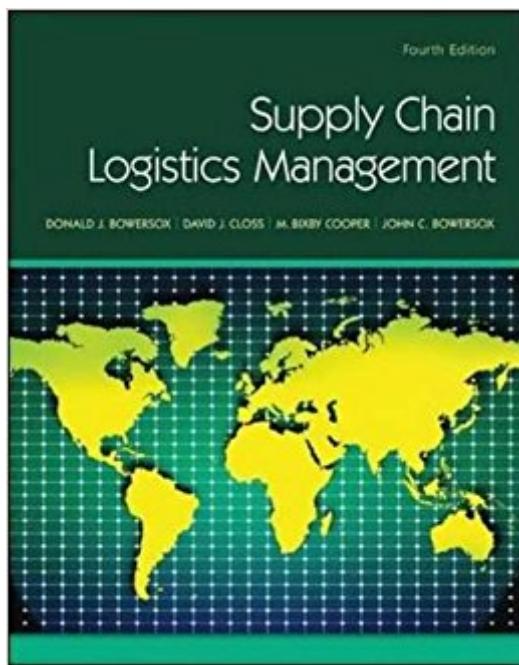


The book was found

Supply Chain Logistics Management (Irwin Operations/Decision Sciences)



Synopsis

The Fourth Edition of Supply Chain Logistics Management presents Logistics in the context of integration within a firm's Supply Chain Strategy and Operations. The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two. Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance measurement, and concludes with the challenges of managing risk and achieving sustainability. An essential feature of the overall presentation is the integration of topical materials and examples into the Supply Chain Logistics value creation process. Text materials are supported by study and challenge questions as well as contemporary cases. The overall presentation integrates the discussion of information technology throughout the text. Illustrations and examples highlight how firms deal with operational challenges and use logistics performance to gain competitive advantage.

Book Information

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Customer Reviews

Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics

Management and Strategic Marketing Channel Management published by McGraw Hill. His research has focused on logistics best practices in customer service and in performance measurement. He also served for four years on the Executive Board of the International Customer Service Association as Head of the Research and Education Committee. John H. McConnell Professor of Business Administration at Michigan State University. He received his Ph.D. in marketing at Michigan State and has worked with industry throughout his career. He is the author of many publications in journals and proceedings, including Harvard Business Review and Journal of Marketings. Professor of Marketing and Logistics at Michigan State University. He received his Ph.D. in marketing and logistics from Michigan State. Dr/ Closs is the author or coauthor of many publications in journals and proceedings, System Editors of the Journal of Business Logistics, and coauthor of Simulated Product Sales Forecasting.

There are numerous typos throughout the text, and the website doesn't have errata posted. The cases and problem sets at the end of the book don't directly relate to any particular chapter. Furthermore, the questions in the cases require knowledge that the book doesn't even address. Also, the cases have numerous typos which make a sound analysis almost impossible. For instance, in Case 7 the reader is told to analyze the inventory at three distribution centers: Atlanta, GA; Mechanicsburg, PA; and Sparks, NV. The accompanying spreadsheet has data for Atlanta, Mechanicsburg, and New Brunswick?! The spreadsheet for Case 7 also has several columns of data which aren't labeled whatsoever. Even when the data have labels, they are so esoteric that they are only likely to confuse students who are trying to learn about logistics (e.g. Atl Std, Atl Calc SS, Atl Sigma C, Atl k, Atl Adj k, Atl Service, Atl Avg Service, Atl f(k) @ 95, Atl SS @ 95, Atl Avg @ 95, k). None of the labels listed here have any description or definition anywhere in the text or in the spreadsheet. Costing around \$200, this text is one of the biggest rip-offs I have ever seen!

its for school, it was as advertised.

Just a note to support others here who have suggested this book is a hard read. The first 5 chapters, which make up the introductory section of the book, are especially dry and the wording overly academic. The next section, which moves into more specific topics is slightly better. I am a graduate student and I like to read textbooks so it is especially bad if I can't get through it. There were brief occasions where the text actually used clear language and provided examples and they provided a sad glimpse of how interesting this subject would suddenly become to students given a

good introduction. Please consider having these first 5 chapters rewritten for the next edition!

The book itself is nicely laid out. This was a mandatory textbook for a class.

Excruciatingly hard read. After re-reading paragraphs three or four times, taking a couple of hours to finish a chapter, I'd find myself asking "what the heck is it that I just read"? The author seems to be from a different planet sometimes with his sentence structure and choice of vocabulary.

It's a textbook for school what do you expect.

this book will confuse you, but it was required for the class

Required for class ... It's honestly just a dull book.

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