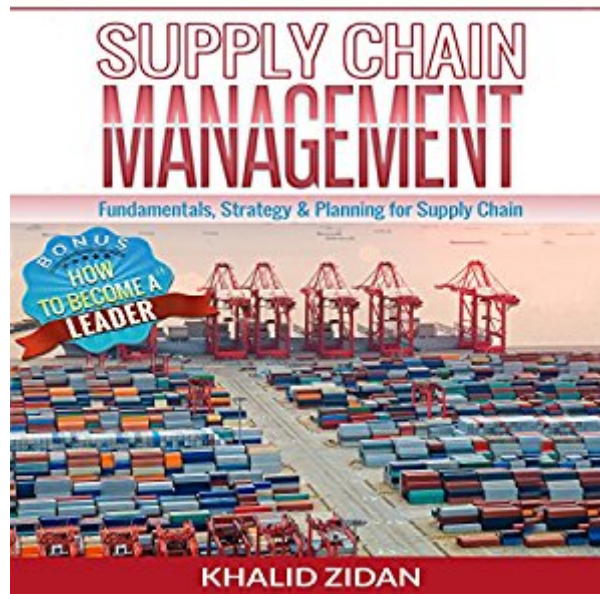


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# Supply Chain Management: Fundamentals, Strategy, Analytics & Planning For Supply Chain & Logistics Management



## Synopsis

The supply chain is not a new concept for economists. The idea of the supply chain is a basic one that has permeated economic systems since the earliest days of trade and commerce. It is simply a term referring to the collection of businesses or individuals responsible for transforming raw materials into products and then getting those products into the hands of consumers. Though it may be obvious to some, it is important to remember that supply chains exist whether or not they are managed - it is a term that refers to the processes necessary to turn raw materials into a product and distribute them to customers. The difference in the modern era is not that supply chains have been invented but that they have become a much more complicated proposition, given the expansion of the international economy that's been made possible by the rise of the Internet and globalization. Whereas in the past, businesses worked with mainly local or regional suppliers and factories, the door is now opened for a company in the United States to own a factory in India and a warehouse in Japan - all without having ever stepped foot outside their city. The customer end of the supply chain has been similarly opened up. Shopping on the Internet allows anyone, anywhere to find and buy from your company - a double-edged sword that lets you expand your reach even as a small business, but also increases the competition presented by other small businesses everywhere in the world.

## Book Information

Audible Audio Edition

Listening Length: 1 hour and 39 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: MapToBuy LLC

Audible.com Release Date: June 30, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01HQQTIP8

Best Sellers Rank: #21 in Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #22 in Books > Business & Money > Human Resources > Outsourcing #1717 in Books > Audible Audiobooks > Business & Investing

## Customer Reviews

This book was recommended and helped my pass a Supply Chain class and was used when in my

career as well. Great first step and well written into the life of the Supply Chain and how supply chains are all around us in our daily lives. From how we move freight to how we make our meals. Understanding the supply chain will allow us to avoid bottlenecks and streamline processes. Great essentials book.

The true complexities of supply chain management were only beginning to be understood when the introduction of commerce across the world wide web changed the way many people conduct business; as a result, the study of the field has evolved even as it is being explained, a unique situation for any economic concept. I would highly recommend this book.

With this book you will gain a substantial knowledge on the basics of supply chain management. It offers valuable and useful information for people in the business and trading sectors and on people in general. It gives you a better understanding of the immense complexity of effective supply chain management. It shows you the different ways to run an effective supply chain. If you are into business or planning to venture into it, grab this book!

Chain management is not new to me but I just want to read this book and compare my thoughts about it. Well I can say that this book has its own point to be considered and how the author explained the processes in terms of upstream and downstream. I like the part on how they explain the modeling for stability and it mainly discusses the seasonal business affected by it. Nice book.

The truth was, I had no idea what supply chain management was until I was able to read this book. Now I know that it is not a new concept for economists but rather it is an idea that has been created since the earliest days of trade and commerce and it has been expanded due to the rise of the internet and globalization. I now know that it is crucial for any entrepreneur to know about the supply chain as it can help immensely in making any business work.

He covered a lot of the basic fundamental principles when it comes to the supply chain management. The book is great for those college graduates or undergraduates that are planning to have the supply chain management job within a big company. Great read.

This is an informative book on supply chain management. The contents are organized well and are also explained in a way that is easy to understand. It is pretty detailed which will definitely make the

readers find it to be worth reading. This even includes a free bonus entitled, "How to be a better leader?". All in all, this is a good book that is direct to the point and truly helpful in the field of trade and commerce.

I got this book for my brother who just got reassigned for the supply chain management department in his company. He wanted to get better at it so I got this book for him as a congratulatory gift. I read the book to check its quality and it seems great. My brother, the one who actually read the book with comprehension said the book was well-informed and has taught him several strategies for supply chain management. He also said that the bonus book was quite handy.

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