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The Essentials of Supply Chain Management will be an indispensable resource for all graduate and undergraduate students in supply chain management, and for every practitioner pursuing professional certification or executive education in the field.

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Streamline your studying and get the grade you want with **PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH**, Second Edition. With this textbook, you ' ll learn from real case studies, as well as games--like The Beer Game Supply Chain Management Simulation--how to understand and apply supply chain management. The coverage in this text uses a broad brush to encompass OM, purchasing, and logistics with a supply chain management focus, covering a great deal of content that isn ' t currently available elsewhere. The book guides you through how all aspects of supply chain activity are accomplished effectively and efficiently. It brings you the real world of supply chain management. The authors break down supply chain issues into purchasing, operations, and logistics. This is one of the most--if not the most--balanced supply chain management texts available, and it

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