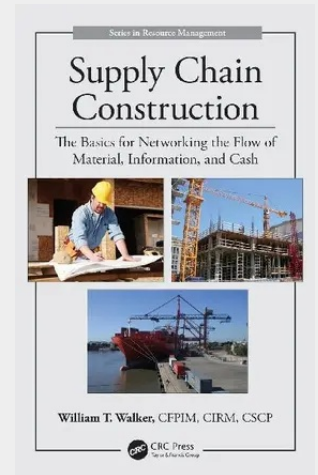


Supply Chain Construction

The Basics for Networking the Flow of Material, Information, and Cash

All too often, entrepreneurs start small businesses unaware of their need for a supply chain network. And, large companies are acquired and their product lines merged with little regard for supply chain network integration and rationalization. Written for practitioners by a practitioner with 40 years of experience, *Supply Chain Construction: The Basics for Networking the Flow of Material, Information, and Cash* presents an integrated, comprehensive blueprint for building and/or rebuilding an end-to-end supply chain. Emphasizing flexibility and strength, the book explores optimal ways to withstand product evolution, contingencies, organizational life cycles, and disasters for the long haul. Each chapter begins with a storyline describing the interpersonal relationships and intrapersonal conflicts that attend change. This is followed by a logical sequence of checklists, diagrams, maps, mathematical models, and spreadsheets for each topic. The author presents a 20-step blueprint that defines the supply chain network container and its product contents and includes example applications of the blueprint to nontraditional businesses found in small to medium-sized companies. He also includes decision factor charts for selecting the right suppliers, factories, and distributors; comprehensive examples of both forward and reverse supply chain network construction; and detailed explanations of inbound, midbound, and outbound logistics considerations. Just as a surgeon performing a delicate operation needs to understand the consequences of cutting into an intersection of the body's internal organs, you, the supply chain practitioner, need to understand the consequences of cutting into an intersection of a network's material flow, information flow, and cash flow. Covering the practical issues of highly integrated networks woven together by corporate relationships and enabled by information technology, this book shows you how to systematically build and/or rebuild a robust supply chain that not only ensures growth, but also solidifies the future of your company as a whole.

Covering the practical issues of a highly integrated network woven together by corporate relationships and enabled by information technology, this book addresses the many segments key to a smooth and profitable supply chain including sourcing, warehousing, and transportation. Emphasizing flexibility and strength, it promotes optimal ways to withstand product evolution, contingencies, divisions, and disasters without dips in profitability. A strong network design not only insures growth in all logistical divisions, but the future of the company as a whole. Cases and checklists are provided.



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