

This book explains the supply chain management (SCM) definition, history and how it has become an increasingly popular terminology used to describe the purchasing purposes. Many companies have moved aggressively to improve supply chain management in order to balance customers' demands with the need for profitable growth. Therefore, to help managers decide how to proceed, the authors revisited the supply chain initiatives undertaken by the most successful manufacturers and distilled from their experience seven fundamental principles of supply chain management.

The practice of supply chain management is a very recent phenomenon. Many organisations are beginning to realise the benefits and problems that accompany an integrated supply chain. As markets for the supply chain grow, so too must the supply chain. Therefore the issues in supply chain have also increase. It can be seen when the supply chain dynamic today is changing, and companies are now working with firms located all over the globe to coordinate to purchasing, manufacturing, and logistics activities.

The book is suitable for students, academic, consultants and managers who wish to gain a fundamental knowledge and understanding of supply chain management.



SUPPLY CHAIN MANAGEMENT Principles, Measurement and Practice

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