



Supply Chain Management: From Vision to ImplementationAn Integrative Approach

Stanley E. Fawcett, Lisa Ellram, Jeffrey A Ogden

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Supply Chain Management: From Vision to ImplementationAn Integrative Approach Stanley E. Fawcett, Lisa Ellram, Jeffrey A Ogden
For undergraduate or MBA courses in Supply Chain Management.

This text takes a strategic, managerial, and cross-functional view of supply chain management, enabling managers to participate in the vision and implementation of world-class supply chain networks. To achieve this, the book introduces a Supply Chain Roadmap process model as a guiding framework for designing and implementing integrated supply chains. Students gain the knowledge and analytical tools to perform analysis and act as change agents within their organizations.

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