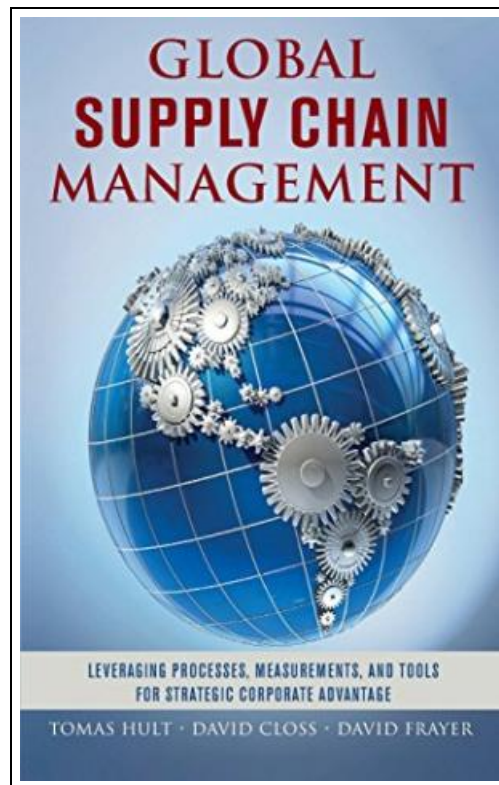


Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage



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Reviews

This is the very best publication we have read through right up until now. It is one of the most incredible book we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.


(Miss Celia Volkman)

GLOBAL SUPPLY CHAIN MANAGEMENT: LEVERAGING PROCESSES, MEASUREMENTS, AND TOOLS FOR STRATEGIC CORPORATE ADVANTAGE



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage, G. Tomas M. Hult, David J. Closs, David Frayer, Leverage your supply chain for maximum profit. Do you have a global supply chain strategy designed for the long run? About 90 percent of global demand is not fully met by local supply, and global supply chains will soon account for 25 percent of multinational firms' performance - meanwhile, supply chains need to become 43 percent more global in the next decade just to maintain a firm's competitive edge. Written by three of today's leading experts on the subject - each from Michigan State University, the uncontested world leader of supply chain management - Global Supply Chain Management gives you the know - how and tools to dramatically boost supply chain efficiency by making it a core element of your overall corporate strategy. Global Supply Chain Management takes you step by step through the process of creating and managing a global supply chain strategy and aligning it with the conditions of your industry. Learn everything you need to know about developing a core strategy plus strategies for each of the critical supply chain functions: logistics - integrate logistics strategy and tactical activities; purchasing - manage the transition to purchasing globally; and operations - systematically design, direct, and control processes; market channels - effectively connect your supply chain to customers. With in-depth case studies and data showing how American Express, AB InBev, Dell, FedEx, Daimler, Microsoft, Nestle, Nokia, and several other prominent companies have applied global supply chain strategy to increase profits and growth, Global Supply Chain Management helps you take action to drive similar success in your company. If you're serious about competing today - and in the...

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