

Supply Chain And Logistics Management Made Easy Methods And Applications For Planning Operations Integration Control And Improvement And Network Design

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the practical easy introduction to modern supply chain logistics management for every professional and student covers core concepts planning operations integration collaboration network design and more shows how to measure control and improve any supply chain includes practical advice for jumpstarting your own supply chain career this easy guide introduces the modern field of supply chain and logistics management explains why it is central to business success shows how its pieces fit together and presents best practices you can use wherever you work myerson explains key concepts tools and applications in clear simple language with intuitive examples that make sense to any student or professional he covers the entire field from planning through operations integration and collaboration through measurement control and improvement you ll find practical insights on hot button issues ranging from sustainability to the lean agile supply chain myerson concludes by helping you anticipate key emerging trends so you can advance more quickly in your own career trillions of dollars are spent every year on supply chains and logistics supply chain management is one of the fastest growing areas of business and salaries are rising alongside demand now there s an easy practical introduction to the entire field a source of reliable knowledge and best practices for students and professionals alike paul a myerson teaches you all you ll need to start or move forward in your own supply chain career writing in plain english he covers all the planning and management tasks needed to transform resources into finished products and services and deliver them efficiently to customers using practical examples myerson reviews the integration collaboration and technology issues that are essential to success in today s complex supply chains you ll learn how to measure your supply chain s performance make it more agile and sustainable and focus it on what matters most adding customer value master nuts and bolts operational best practices improve procurement transportation warehousing ordering reverse logistics and more build a better global supply chain manage new risks as you improve sustainability strengthen key linkages with your partners and customers get supply chains right by getting collaboration right preview the future of supply chains and your supply chain career discover where the puck is headed so you can get there first

this new book logistics management blends traditional logistics activities with the current developments in business that have made logistics a critical element for business success it adopts a customer or marketing focus to the subject of logistics and the wider concept of supply chain management by recognizing that customer satisfaction is the primary output of logistics activities the theme of global logistics integrated throughout the current edition will also continue and will be enhanced by discussion of the dichotomy that the european market represents both a common and global environment

the demand and supply chain planning process for manufacturers distributors and retailers has evolved over the years it has gone from a disjointed unconnected slow

inaccurate fairly manual set of processes to an integrated timely process enabled by the use and coordination of highly trained people lean agile processes and cutting edge technology to make this set of processes work effectively one has to fully understand and appreciate that there is an art and science aspect to the process which can take years of education and experience to fully understand essentially this book will offer the reader a chance to fully understand the interconnected set of processes in a best practice application furthermore examples and cases will be used to illustrate its practical application in today s complex global supply chain in addition readers will understand and be able to apply and articulate the concepts tools and techniques used in the efficient supply of goods and services in today s changing global economy it will help them to learn how businesses through their supply chain work both internally and with their trading partners both upstream and downstream to build strong relationships and integrate demand and supply planning activities across the supply chain to deliver customer value efficiently and effectively they will learn about the tools and technologies enabling integration and the critical drivers and key metrics of supply chain performance

this is the ebook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book focus your supply chain technology investments to reduce risk and maximize competitiveness lean six sigma and related approaches offer immense potential for improving competitiveness cost and customer experience if you can overcome the challenges of planning and implementation the well targeted use of technology can dramatically reduce your risks and accelerate your progress until now however many guidebooks and consultants have treated lean primarily as a pen and pencil technique lean and technology is the first complete guide to integrating lean thinking with proven affordable and emerging technologies you ll learn how companies are linking strategy the value chain and it and how they are executing on their plans to achieve real competitive advantage step by step myerson shows how to use the proven six step scor model to organize the integration of technology with all key supply chain and operations processes you ll discover how to plan to optimize supply chain networks demand forecasting master production scheduling and s op source more effectively with today s mrp and procurement e procurement technologies make higher value lean production products with modern erp mes and short term scheduling systems deliver the right customer solutions at the right time and cost via advanced drp tms and order fulfillment systems return products and materials with state of the art reverse logistics systems enable continuous improvement via carefully chosen measurements metrics and analytics throughout myerson presents easy to use tools methodologies best practices and real world examples all you need to improve speed accuracy integration and collaboration across complex supply chains he concludes by previewing emerging technologies for maintaining and extending the competitive advantage you ve already built

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this comprehensive overview of logistics provides a conceptual framework for understanding the logistics system the integration of its basic elements and its relationship to the overall firm discusses both manufacturing and physical distribution new technologies in each of these areas and how they related to each other and to the company new topics covered range from approaches to strategic logistics planning and multi location inventory planning to international logistics issues and future directions includes case studies

this book presents the latest developments concerning techniques tools and methodologies in supply chain ecosystems it gathers contributions from a variety of experts who analyze a range of case studies and industrial sectors such as manufacturing energy agricultural healthcare humanitarian logistics and urban goods distribution to name but a few the book is chiefly intended to meet the needs of two sectors firstly the academic sector so as to familiarize students professors and researchers with the tools that are now being used to optimize supply chains and secondly the industrial and managerial sector so that supply chain management practitioners can benefit from methods and tools that are yielding valuable results in other contexts

this text approaches logistics from a marketing perspective and also integrates the area of marketing accounting finance and manufacturing within the text

the latest edition of this market leading text has adopted a supply chain approach one of the latest developments in logistics management its managerial focus blends logistics theory with practical applications and includes updated material of latest transportation regulations and carrier pricing

logistics management 3 e is essential for creating value for both customers and stakeholders effective logistic chains help organizations to compete in both global and domestic markets

this book has a strategic emphasis that focuses on decision making in a changing environment it presents the latest developments in channels management including electronic data interchange relationship marketing customer service wholesaler contacts parallel importing legal areas product recall recycling hub and spoke distribution and slotting allowance

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