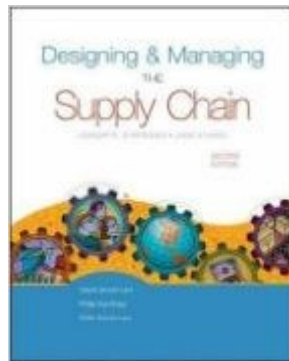


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# Designing & Managing The Supply Chain: Concepts, Strategies & Case Studies (Book & CD-Rom)



## Synopsis

Supply chain management, both in industry and in academia, has grown rapidly over the past several years mainly due to an increase in corporate goals of reducing manufacturing costs and the savings that come from planning and managing the supply chain effectively. Most textbooks do not include models and decision support systems robust enough for industry. *Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, 2/e* by Simchi-Levy, Kaminsky and Simchi-Levi discusses the problems, models and concepts derived from issues related to effective supply chain management. This text is suitable for both academic study and practicing professionals. While many core supply chain management issues are interrelated, the authors have tried to make each chapter as self-contained as possible so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and numerous examples. Mathematical and technical sections can be skipped without loss of continuity. The accompanying CD-ROM also provides two simulations, the Computerized Beer Game and the Risk Pool Game and a computerized tool, new to this edition, for developing and executing supply chain contracts. These packages help illustrate many of the concepts discussed.

## Book Information

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## Customer Reviews

As a first-time university instructor in this subject (Business Logistics/Supply Chain Management), I found the book and accompanying software, overhead transparencies and other materials to be very "user-friendly". There are very few wasted words or unnecessary details and facts in the book.

Instead, the insights gained from research have been presented with clarity and simplicity, easily understandable even to the non-specialist, and enhanced by interesting and relevant examples and case studies. It is an excellent book for both academics and practitioners.

I am and have been consulting in supply chain and logistics management for four years; worked in hands-on rolls for 15 years in Europe, the US and Australia and I also lecture at the University of Southern Queensland, Toowoomba, Australia. In the past 12 months I have acquired about 14 books on the subject. This book is probably the best. It takes a no nonsense approach to the significant issues facing logistics professionals, as the preface says, the book is written to serve M.B.A, B.S. and M.S. students and as a reference for consultants, professionals and teachers. It manages all this admirably and contains excellent cases and a couple of supply "games" that are an excellent resource. Given the target market, the quantitative material is more than adequate - practitioners want solutions that work, for the most part, they are not terribly interested in "the mechanics" of the math, just the answer. With the powerful hardware and software available today, readers don't have to understand the "mechanics", just the inputs and what to do the outcomes. This book will give them just that. I commend this book to any practitioner, consultant, teacher or student.

When I first look at the description of this book, I thought this book would come with more math models than any other SCM books. Once I have it, the models that they show in the book is not surprisingly new to me. The authors might want to use the traditional method to solve the complex SCM problem. So if you're looking for quantitative SCM book, please skip this book. In contrast, I found many cases in this book is quite useful. Moreover, this book is very well organized, i.e., start with case and develop basic idea to lead readers more understanding. One of the best books in SCM

As far as Dr. Simchi-Levi's book, I try to stay on top of the latest updates in regards to supply chain management and attend supply chain management seminars and classes on a regular basis. I've found that the text is state of the art and is at the cutting edge in presenting the key "Best Practices" associated with logistics today. The use of theory and cases is a great combination in getting the key concepts across. I have used it several times already in implementing real world logistical solutions in support of the U.S. Military worldwide. Bottom line . . . Any logistician who considers themselves a true professional and desires to be at the forefront of logistics today must add this

book to their personal collection.

I used the book in my MBA courses. The best textbook on SCM so far. It provides an excellent overview on SCM issues. Chapters 3-6 are the best. The book contains many classical cases and most chapters start with "real world" problems which help readers understand what the objectives of the respective chapters are. It is well organized. The pooling game is excellent! In the new edition, the authors may consider to revise/correct Chapter 3, and spend more space on postponement strategies. Outsourcing of manufacturing should be enhanced as well (use the HBR article's framework). The impact of e-commerce on SCM is to be included as well. It would be ideal if the Beer Game can be played by several people on the net. Currently, it is person-to-computer and a blackbox.

This is a great book...for all the reasons mentioned in all reviews you find here. I especially love the accompanying CD containing the Beer Game and the Risk Pooling Game - both excellent at illustrating most of the problems explained in the book

The 1st edition of this book, authored by three leading scholars and consultants in the important, fast developing field of supply chain management, won several awards and high critical acclaim from professional associations, scholars, and managers. The 2nd edition has addressed the few gaps in the the original edition, noticed mainly by those who, like me, used the book to teach university level courses. Thus, in the new edition, anything complex (especially, quantitative ideas) is explained even more clearly and thoroughly than in the 1st edition. The managerial implications of research findings are spelled out even better, with more examples. Short, insightful discussion questions have been added following each chapter, and there are several new, interesting case studies in several chapters. Valuable new material has also been added, e.g., research findings and examples on how to design win-win supply chain contracts, and up-to-date material on the impact of e-commerce and information technology on supply chain management. This book will be of value to all managers, but probably most to managers at middle and senior levels, as it provides a clear, coherent view of the entire subject while emphasizing strategic and tactical level decisions and planning. The authors have made a truly important contribution to the understanding and practice of supply chain management.

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