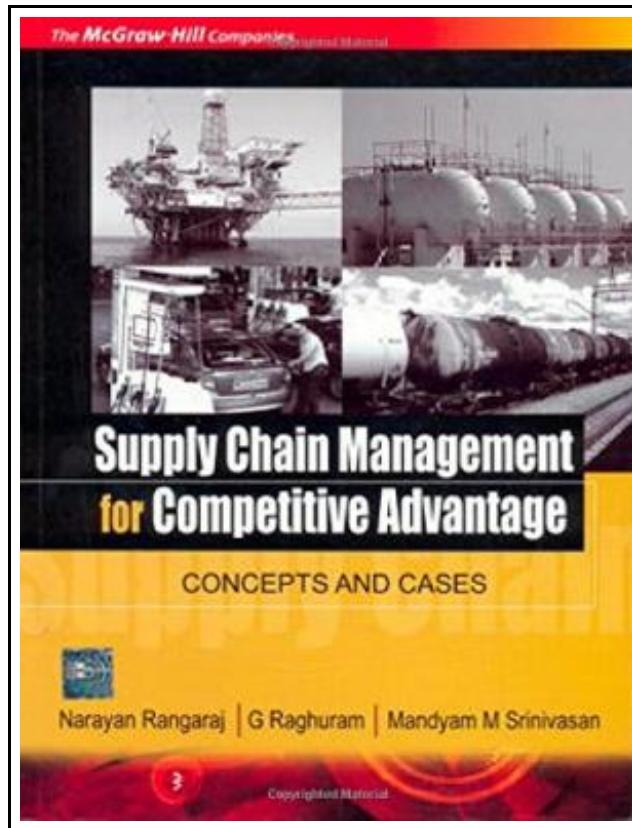


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Tata McGraw-Hill Education Pvt. Ltd., 2011. Softcover. Book Condition: New. 2nd edition. 18 x 24 cm. This book is positioned to serve two audiences: the MBA and senior student in a business programme, and the professional working in industry who wishes to gain a deeper understanding of supply chain management and logistics especially in an Indian context. The book thus provides an overview of concepts as well as intensive material for analysis and training in the area that has come to be known as Supply Chain Management. The topics covered are far reaching in practical scope. A special feature of the book is the collection of detailed cases. All cases are situated in the Indian business environment, as it makes a transition from traditional business practices to new ones in an arena of global competition. This attempts to fill a stated gap in the academic and business literature in the area. The cases are all drawn from real organisations and many are presented with actual data and descriptions that provide a realistic picture of issues in supply chain management. Table of contents
Chapter 1. An Overview of Supply Chain Management Chapter 2. Understanding Supply Chain Dynamics Chapter 3. Designing the Supply Chain Chapter 4. Performance Measurement Chapter 5. SCM Effectiveness and Lean Thinking Chapter 6. SCM Across Organisations: Upstream Interface Chapter 7. SCM Across Organisations: Downstream Interface Chapter 8. Transportation, Storage and warehousing Chapter 9. Role of Information Technology in SCM Chapter 10. Quantitative Tools for Supply Chain Management Case Studies: Chapter 1. Laxmi Transformers Chapter 2. Rajashree Cement-Engine on Load Chapter 3. Western Oil Ltd (A) Chapter 4. Farmaid Tractors Limited Chapter 5. SCM at Titan Industries Ltd. Chapter 6. CONCOR: Tea Transportation Chapter 7. Chilli in Soup (A) Chapter 8. Bayer Corp Science: Science for a Better Supply...



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