



Supply Chain Management A Logistics Perspective

John J. Coyle

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The ninth edition refined its focus on the supply chain approach by blending logistics theory with practical applications and includes updated material on the latest technology, transportation regulations, pricing and other issues. Each chapter opens with "supply chain profiles" vignettes introducing students to real-world companies, people and events. New and updated "on the line" boxed features are applied examples providing students with hands-on managerial experience of the chapter's topics. "supply chain technology" boxes appear throughout the text, helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes. Short cases at the end of each chapter are updated and build on what students have learned in the chapter. Key features: the book refined its focus on the supply chain approach, one of the latest developments in logistics management. "supply chain profiles" vignettes at the beginning of each chapter that introduce topics to students using familiar real-world companies, people and events. Practical applications of supply chain management are provided using new and updated "on the line" boxed featuring hands-on managerial experience of the chapter's topics. Short cases at the end of each chapter helps students build their knowledge by applying the principles learned in the chapter.

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