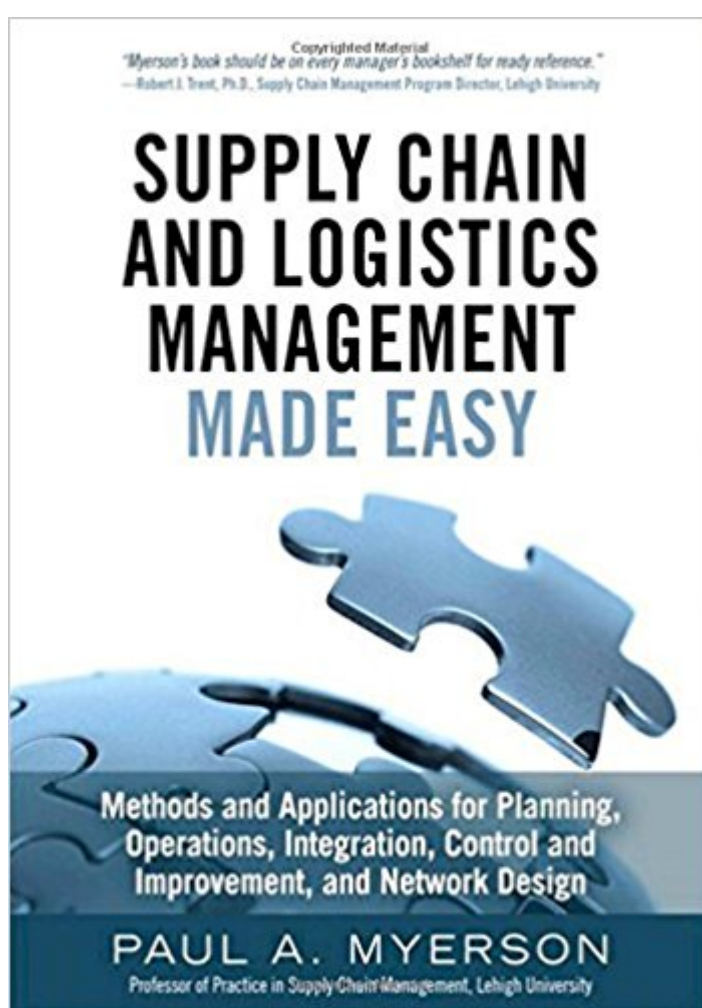


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# Supply Chain And Logistics Management Made Easy: Methods And Applications For Planning, Operations, Integration, Control And Improvement, And Network Design



## Synopsis

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

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## Customer Reviews

Insightful, easy-to-read guide for concepts in supply chain and logistics. I definitely recommend this resource to college students who are just beginning the supply chain major or those who want to learn more about supply chain management topics like lean management, inventory planning and control, supply and demand planning, etc.

Myerson's book is an excellent combination of the latest in Supply Chain thoughts along with the base that started our craft. Not only does it make Supply Chain easy, it is written in a style that makes it easy to read.

A practical, thorough, easy to understand guide. Paul's use of examples takes this book me much more practical than similar reads. A must read for anyone in, or considering, a supply chain-related career.

Paul's new book goes in depth into all the aspects of Supply Chain Management, from Demand Planning and Supply Planning to Purchasing and Logistics. Whether you are new to the subject or an experienced Supply Chain practitioner, you can surely benefit from this complete manual. The basic principles are clearly explained for those at the beginner level. Then the book goes into more advanced concepts for those at a professional level. It is highly recommended as a reference manual in every Supply Chain office, or in the library of every student of Supply Chain.

This book covers in depth many aspects of Supply Chain Design and Management; from Demand and Supply Planning, Purchasing, Logistics and Technology. It's laid out well and is written with little jargon. Basic concepts are clearly explained. Advanced principles and concepts offer lots for fruitful thought and generative ideas for better practice. This book would be a great text for novices as well as a complete manual for experienced Supply Chain professionals. It is a great reference for me now and in the future.

In Supply Chain and Logistics Management Made Easy, Paul Myerson consolidates a very broad and complex field of study into one easy to read book. He introduces topics with a brief history for context, explains the subject matter in clear language, and provides supporting graphics to drive home the concept. By using this approach he has taken what can be a very dry read and turned it into an interesting learning experience. Paul's book would be a useful addition to every manager's professional library. JoAnne Minardi, Supply Chain Consultant

Again, Myerson delivers a comprehensive resource worthy for all supply chain and logistics professionals from novices to experts to explore. The descriptions, examples, explanations and applications will be invaluable for the aspiring to the truly talented professionals and the leaders of their organizations. Myerson brings to life, on each page, meaningful and useful content for your impactful journey on your businesses supply chain!

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