



Managing Global Supply Chains

Ron Basu, J. Nevan Wright

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Starting from the concept that "there is no point driving a Ferrari in a traffic jam", Basu and Wright demonstrate the importance of good supply chain management in *Managing Global Supply Chains*. Building on the successful *Total Supply Chain Management* and incorporating the new challenges of globalisation, this book demonstrates the practical tools and techniques that add value, deliver cost reduction and improve customer satisfaction.

This new edition has been substantially revised and extended to include a holistic approach, incorporating the upstream suppliers and the downstream customers. Further updates to this edition include:

- New chapters on e-business, emerging markets, sustainability and green issues, global supply chains for services and event management, retail management and major project management
- A section of brand new case studies
- A new companion website to support lecturers with their teaching

This book also provides comprehensive insight into lean and agile supply chains supported by tools, techniques and case examples.

Managing Global Supply Chains is a practical text with excellent coverage and is ideal for post-experience business students or learning professionals in supply chain management.

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