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Global Supply Chain and Operations Management

A Decision-Oriented Introduction to the Creation of Value

- Provides a sound basis for analytics and organization in supply-chain and operations management
- Explains key concepts with over 70 practical case studies from different industries, services, and continents
- Pursues a comprehensive approach including the organization of value-creation networks and interacting processes with suppliers and customers
- Introduces and demonstrates computational planning tools and approaches in value creation systems
- Explains digital supply chain and operations, Industry 4.0, and supply chain risk management

The second edition of this textbook comprehensively discusses global supply-chain and operations management, combining value creation networks and interacting processes. It focuses on the operational roles in the networks and presents the quantitative and organizational methods needed to plan and control the material, information and financial flows in the supply chain. Each chapter starts with an introductory case study, and numerous examples from various industries and services help to illustrate the key concepts. The book explains how to design operations and supply networks and how to incorporate suppliers and customers. It also examines matching supply and demand, which is a core aspect of tactical planning, before turning to the allocation of resources for fulfilling customer demands. This second edition features three new chapters: "Supply Chain Risk Management and Resilience", "Digital Supply Chain, Smart Operations, and Industry 4.0", and "Pricing and Revenue-Oriented Capacity Allocation". These new chapters provide the structured knowledge on the principles, models, and technologies for managing the supply-chain risks and improving supply-chain and operations performance with the help of digital technologies such as Industry 4.

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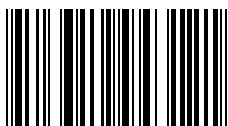
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