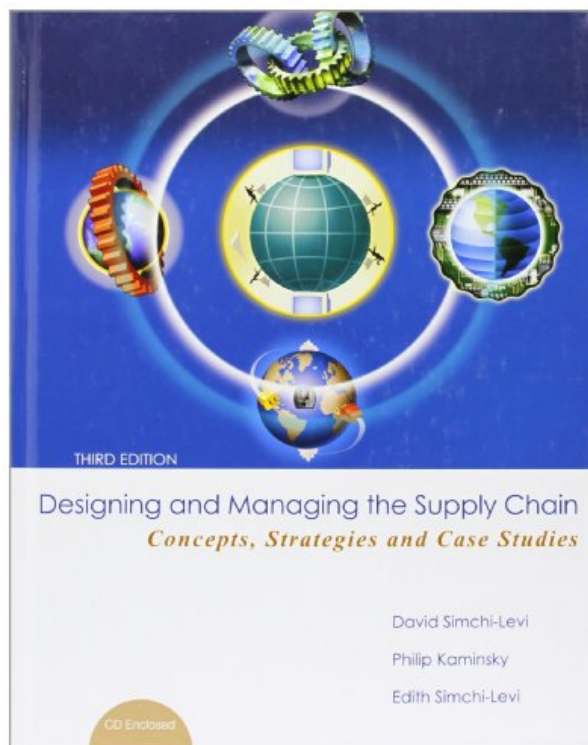
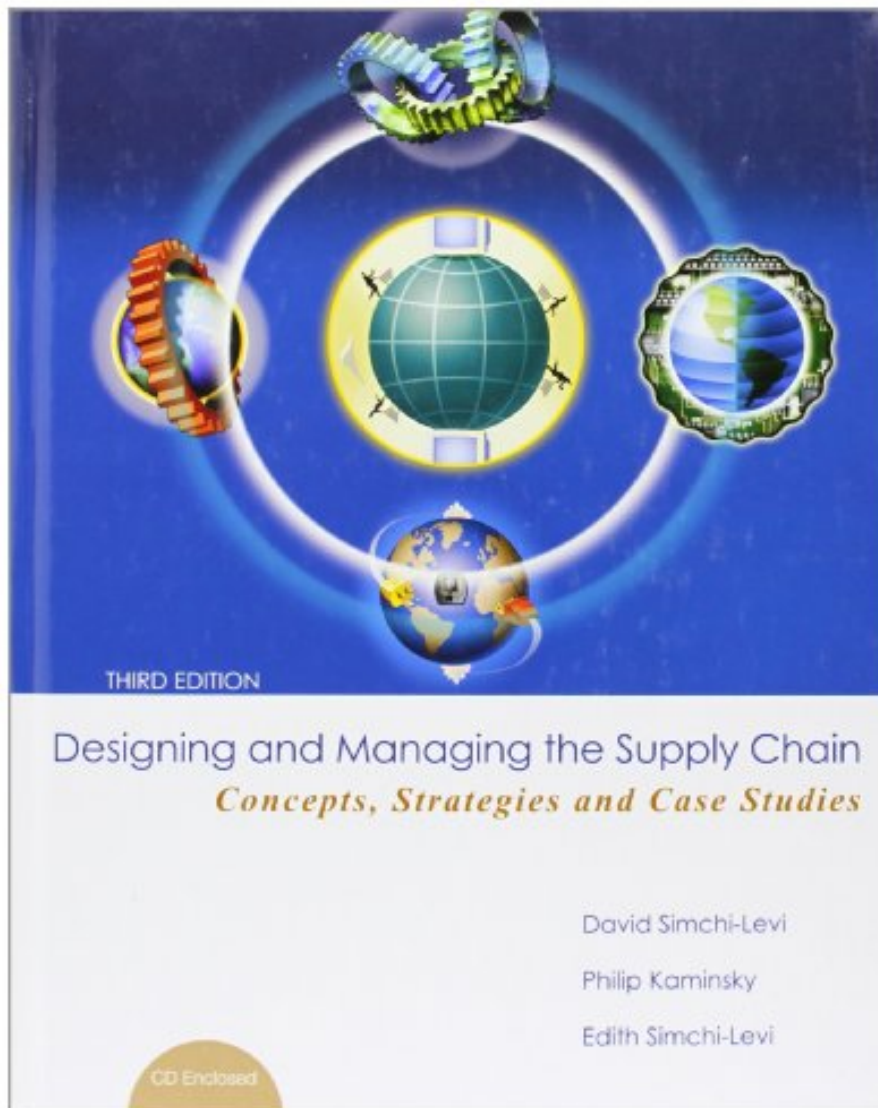


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Designing and Managing the Supply Chain, 3/e provides state-of-the-art models, concepts, and solution methods that are important for the design, control, operation, and management of supply chain systems. In particular, the authors attempt to convey the intuition behind many key supply chain concepts and to provide simple techniques that can be used to analyze various aspects of the supply chain. Topical coverage reflects the authors' desire to introduce students to those aspects of supply chain management that are critical to the success of a business. Although many essential supply chain management issues are interrelated, the authors strive to make each chapter as self-contained as possible, so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes numerous case studies and examples, and mathematical and technical sections can be skipped without loss of continuity. The 3rd edition represents a substantial revision. While the structure and philosophy were kept intact, the authors placed an increasing importance on finding or developing effective frameworks that illustrate many important supply chain issues. At the same time, motivated by new developments in industry, they added material on a variety of topics new to the book while increasing the coverage of others.

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Teaches at Massachusetts Institute of Technology.

Most helpful customer reviews

11 of 11 people found the following review helpful.

Unique

By Jan Husdal

Considering what others have said before me, I'm not sure that we have read the same book. Or maybe it's just my background, since I do come with considerable supply chain knowledge in my luggage prior to reading this book; I found this a very good book, and not disappointing at all. A bit perhaps, but I will get to

that below.

Normally, in most supply chain books I have seen there is ample ink devoted to theories and concepts with a couple of examples thrown in next to illustrative and basic generic figures. Those are books that teach you concepts, but not necessarily how to run your own supply chain.

In this book, each chapter is based around several anecdotes of real life case examples that are meant to illustrate certain concepts, and everything in the chapter evolves around these examples. It is impossible to just read this book from beginning to end and get a sense of supply chain concepts and issues, you really have to follow through and do the math in the examples.

Seen from a manager's or CEO's perspective, you as the reader are invited to take part in the solution of the problem in the supply chain of said manager, by trying to understand how that particular supply chain works, and by calculating what to do next. Some of the anecdotes even read like suspense novels, and on occasion I really felt like wanting to skip the math and flip to the end to see how the story went...but then I would miss the point of how the problem was actually solved.

Having said that, I do agree that the content could have been better structured and laid out, making it easier to spot what this or that section is about. It is not very student-friendly if you are used to having everything served in teaspoon by teaspoon, as we say in Norway. It IS NOT a book for learning by reading and remembering. It IS a book for learning by doing, i.e. taking notes and calculating on your own. The undergraduate student may be overwhelmed by the book, a graduate student should not.

And to those reviewers who could not understand what the numbers in square brackets were...seriously, you can not have read many books in your career...those numbers simply refer to the same number in the list of references in the Bibliography at the end of the book. That is a very common way of referencing, which students should be familiar with.

13 of 17 people found the following review helpful.

Disappointment

By D. Robledo

I'm not sure if the author believes his style is better or just wanted to be different than traditional texts. Either way, it fails. Specifically, he does not explicitly state most formulas. He likes to embed the individual terms within paragraphs of text rather than clearly define the variables. The case studies used drone on and on. Ok, I understand that in real life we are given more information than we need, but jeez, no need to fill droves of pages with irrelevant information. Makes me believe he had a minimum book page quota to meet.

And the student CD was clearly an after thought or a ploy to charge a premium as there is very little on the CD and none of it usefull. Where are the homework data tables? Student notes?

This book is a big disapointment.

2 of 2 people found the following review helpful.

Worth reading

By Alexandre Winkler

The book covers a wide range of concepts regarding the supply chain management (SCM), so that it provides valuable grounds on the subject. In this connection, please note that the book has more than 500 pages! It is among my favorite books on SCM, provided that it addressses most of key issues that either a student or a professional needs. Each chapter contains study cases and examples that help readers to figuring out the chapter theory. At the end of the book are four complementary explanations that many readers might find

interesting. This is the case of an e-Beer Game and a handy example of the use of a spreadsheet, those applications being more useful for students than for professionals into the SCM.

PS: I noticed that a few readers should have read a more introductory text before reading the above book. In this connection, "Essentials of Supply Chain Management" (by Michael Hugos) is a helpful book.

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