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Nota di contenuto	Section I. Getting started -- Introduction -- 1. Getting on the same page -- 2. The global stage -- 3. Supply chain strategy -- Section II. SCM components -- 4. Forecasting -- 5. Inventory management -- 6. Logistics -- 7. Information technology -- 8. Customer service -- 9. Uncertainty -- Section III. The future -- 10. Future SCM trends -- Reader's notes -- Notes -- References -- Index.
Sommario/riassunto	In order to succeed today you must speak different languages. This doesn't necessarily mean Chinese, German or English. Rather it refers to the need to speak, accounting, finance, marketing and operations. This book is written for the executive who is not a supply chain management professional but who wants to learn more about his or her supply chain. We will do this by diving into some best practices, examples of how other companies have managed their supply chain, and getting an overall briefing on the state of the art in supply chain management today. Questions and topics will be brought up that will help you have an informed discussion with the supply chain management professionals in your company. As prior supply chain and manufacturing executives and now educators, we hope to share with you a mix of our professional and academic experience and knowledge that will provide you a framework for understanding the placement of

your supply chain within the global marketplace.
