

1. Record Nr.	UNINA9910812782503321
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Titolo	Global supply chain management // Matt Drake
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, c2012
ISBN	1-78268-075-6 1-283-89304-5 1-60649-277-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (122 p.)
Collana	Supply and operations management collection, , 2156-8200
Disciplina	658.7
Soggetti	Business logistics International business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 91-105) and index.
Nota di contenuto	1. What is supply chain management? -- 2. Global supply chain management -- 3. Global sourcing -- 4. Global transportation and distribution -- Notes -- References -- Index.
Sommario/riassunto	The business environment in the twenty- first century is truly global in scope. Companies must navigate and manage networks of international suppliers and customers to compete in a global marketplace. An efficient and effective supply chain can provide a sustainable competitive advantage that will secure a firm's position in the global market. Global supply chains are often fraught with complexity and uncertainty that make them difficult to manage in a way that enables the firm to realize the maximum potential advantage. Executives and managers at all levels will come to appreciate the importance of supply chain management to their firm's overall performance and competitiveness. This book will illustrate the challenges of managing a global supply chain and will discuss cutting- edge strategies that firms can use to cope with these challenges and improve their supply chain performance. Particular topics of interest include supply chain risk management, the total cost of ownership approach to procurement, global supplier selection, network orchestration, transportation and distribution strategies around the world, and transportation security

measures. Each chapter also includes brief case studies that illustrate concepts and techniques in action within specific company environments.
