

Supply Chain Management: From Vision to ImplementationAn Integrative Approach

By Stanley E. Fawcett, Lisa Ellram, Jeffrey A Ogden

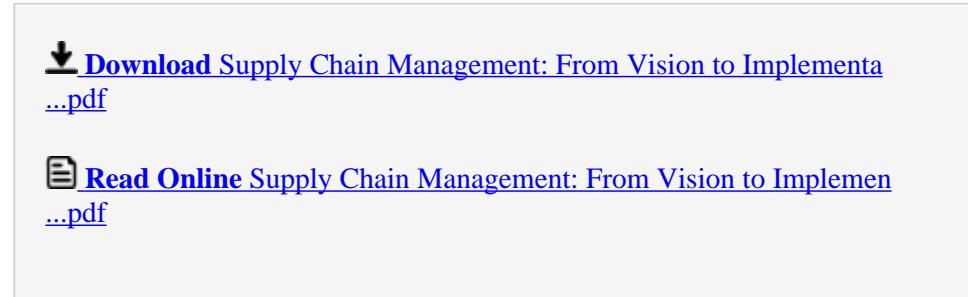


Supply Chain Management: From Vision to ImplementationAn Integrative Approach

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For undergraduate or MBA courses in Supply Chain Management.

Supply Chain Management: From Vision to Implementation takes a strategic, managerial, and cross-functional view of supply chain management, enabling managers to participate in the vision and implementation of world-class supply chain networks. To achieve this, the text introduces a Supply Chain Roadmap process model as a guiding framework for designing and implementing integrated supply chains. Readers gain the knowledge and analytical tools to perform analysis and act as change agents within their organizations.



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About the Author

Stanley E Fawcett is the Donald L. Staheli Professor of Global Supply Chain Management in the Marriott School at Brigham Young University. Stan earned his undergraduate, MBA, and MA in International Studies from Brigham Young University before obtaining his doctorate at Arizona State University. He began his academic life at Michigan State University before joining the faculty at the Marriott School.

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Jeffrey A. Ogden earned his Ph.D. and M.B.A. in Supply Chain Management from Arizona State University and a B.S. in Accounting from Weber State University. He is currently an Assistant Supply Chain Management Professor in the Business Management Department in the Marriott School of Management at Brigham Young University.

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