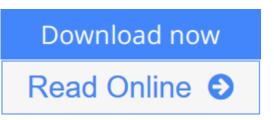


Managing Operations Across the Supply Chain (McGraw-Hill/Irwin Series in Operations and Decision Sciences)

By Morgan Swink, Steven Melnyk, M. Bixby Cooper, Janet L. Hartley



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The Second Edition of *Managing Operations Across the Supply Chain* provides a global, supply chain perspective of operations management and in supply chain management courses that do not require an operations management prerequisite. The Second Edition explains familiar operations management topics as viewed through a supply chain management perspective and reflects key shifts in operations management, including transitions that demand new tools, concepts and approaches to address the demands and challenges business face today and will in the future.

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Editorial Review

About the Author

Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics Management and Strategic Marketing Channel Management published by McGraw Hill. His research has focused on logistics best practices in customer service and in performance measurement. He also served for four years on the Executive Board of the International Customer Service Association as Head of the Research and Education Committee.

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