



# Supply Chain Management Demystified

By John M. McKeller

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**Supply Chain Management Demystified** By John M. McKeller

**Your SOURCE for supply chain management fundamentals**

Optimize your understanding of the essential supply chain management practices used by the best firms to gain competitive advantage. Written in an easy-to-follow style, *Supply Chain Management DeMYSTiFieD* is filled with best practices and proven techniques for success.

This practical guide covers supply chain collaboration, planning, strategic sourcing, manufacturing, production, logistics, risk management, and performance metrics. Corporate social responsibility is also addressed. Detailed examples and concise explanations make it easy to understand the material, and end-of-chapter quizzes and a final exam help reinforce key concepts.

**It's a no-brainer! You'll learn about:**

- Creating a customer-focused strategy
- Buyer-supplier negotiations
- New product development
- Just in time (JIT), Lean manufacturing, and Six Sigma
- Transportation
- Global supply chains

*Simple enough for a beginner, but challenging enough for an advanced student, **Supply Chain Management DeMYSTiFieD** helps you master this essential business and quality management topic.*

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About the Author

**John M. McKeller** is director of the supply chain management programs in the executive education unit of the Wisconsin School of Business, as well as a senior lecturer in the school's Grainger Center for Supply Chain Management. His many years of experience in the supply chain management field included positions with Ralston Purina Company, General Dynamics-Convair, and Eli Lilly and Company. A graduate of San Diego State University, John also holds an MBA from Pepperdine University and a DBA in marketing management from the United States International University.

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