

<<供应链管理>>

图书基本信息

书名：<<供应链管理>>

13位ISBN编号：9787302173311

10位ISBN编号：7302173311

出版时间：2008-5

出版时间：清华大学出版社

作者：Chopra, S., Meindl, P.

页数：548

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<供应链管理>>

内容概要

本书首先介绍了供应链管理的基本概念，论述了供应链管理战略对企业竞争战略以及企业发展的重要作用，给出了供应链管理的基本决策框架、关键管理要素以及难点。

本书还从供应链网络的设计，以及供应链中的供需管理、库存设计与管理、运输网络的设计与规划等方面展开了对供应链管理理论和方法的系统论述。

最后介绍了供应链管理决策中的跨职能关键要素管理。

本书较全面地反映了这一新学科分支的概况，在基本理论和方法的介绍中，既有定性决策方法的描述，也给出了定量决策的具体方法，与此同时，还穿插了大量的实际案例，并在每章的最后给出了参考文献、讨论题以及习题，供读者参考。

本书可作为MBA以及其他管理类专业的教材，也可作为企业管理的培训教材，还可供企业管理实务人员阅读。

作者简介

Sunil Chopra is the IBM Distinguished Professor of Operations Management and Information Systems at the Kellogg School of Management. He is also the Codirector of the Masters of Management and Manufacturing program, a Joint dual degree program between

<<供应链管理>>

书籍目录

前言第1部分 供应链战略分析框架 第1章 供应链的基本概念 第2章 供应链绩效：战略制定的指导思想 第3章 供应链管理关键要素及其难点第2部分 供应链网络的设计 第4章 分销网络的设计以及电子商务的应用 第5章 供应链中的网络设计 第6章 不确定环境下的网络设计第3部分 供应链中的供需管理 第7章 供应链中的需求预测 第8章 供应链中的综合计划 第9章 供应链中的供需计划管理：可预测变化的管理第4部分 供应链中的库存计划与管理 第10章 利用供应链中的规模效益：周转库存管理 第11章 管理供应链中的不确定性：安全库存管理 第12章 确定最优顾客服务水平第5部分 运输网络的设计和规划 第13章 供应链中的运输问题第6部分 供应链管理决策中的跨职能关键要素管理 第14章 供应链中的资源获取决策 第15章 供应链中的定价和利润管理 第16章 供应链中的信息技术 第17章 供应链中的协调人名索引主题索引

<<供应链管理>>

章节摘录

1.1 WHAT IS A SUPPLY CHAIN ?

A supply chain consists of all parties involved,

directly or indirectly, in fulfilling a customer request.

The supply chain includes not only the manufacturer and suppliers, but also transporters, warehouses, retailers, and even customers themselves.

Within each organization, such as a manufacturer, the supply chain includes all functions involved in receiving and filling a customer request.

These functions include,

but are not limited to, new product development, marketing, operations, distribution, finance, and customer service.

Consider a customer walking into a Wal-

Mart store to purchase detergent.

The supply chain begins with the customer and his or her need for detergent.

The next stage of this supply chain is the Wal-

Mart retail store that the customer visits.

Wal-

Mart stocks its shelves using inventory that may have been supplied from a finished-

goods warehouse or a distributor using trucks supplied by a third party.

The distributor in turn is stocked by the manufacturer (say, Proctor & Gamble [P & G] in this case).

The P & G manufacturing plant receives raw material from a variety of suppliers,

who may themselves have been supplied by lower-tier suppliers.

For example,

packaging material may come from Tenneco packaging,

while Tenneco receives raw materials to manu-

facture the packaging from other suppliers.

This supply chain is illustrated in Figure 1-1, with the arrows corresponding to the direction of physical product flow.

A supply chain is dynamic and involves the constant flow of information, product, and funds between different stages.

In our example,

Wal-

Mart provides the product, as well as pricing and availability information,

to the customer.

The customer transfers funds to Wal-

Mart.

Wal—Mart conveys point-

of-sales data as well as replenishment orders to the warehouse or distributor, who transfers the replenishment

order via trucks back to the store.

Wal-

Mart transfers funds to the distributor after the replenishment.

The distributor also provides pricing information and sends delivery schedules

to Wal-

Mart.

Wal—Mart may send back packaging material to be recycled.

Similar information, material, and fund flows take place across the entire supply chain.

In another example , when a customer makes a purchase online from Dell Computer , the supply chain includes , among others , the customer , Dell ' s web site。

the Dell assembly plant , and all of Dell ' s suppliers and their suppliers。

The Web site provides the customer with information regarding pricing , product variety , and product availability。

Having made a product choice , the customer enters the order information and pays for the product。

The customer may later return to the Web site to check the status of the order。

Stages farther up the supply chain use customer order information to fill the request。

That process involves an additional flow of information。

product。

and funds between various stages of the supply chain。

These examples illustrate that the customer is an integral part of the supply chain。

<<供应链管理>>

编辑推荐

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>