



# Principles of Supply Chain Management (Resource Management)

*Richard E. Crandall, William R. Crandall, Charlie C. Chen*

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Going beyond the usual supply chain text, **Principles of Supply Chain Management** not only details the individual components of the supply chain but also illustrates how the pieces must come together. Providing the logic behind why supply chain management is essential, the text examines how supply chains are evolving, looks ahead to future developments, and also provides a balanced look at supply chains with a focus on where it needs to be—the customer. It also:

- Describes the forward supply chain (from the supplier to the customer) and the reverse supply chain (recycling)
- Reviews contemporary sustainability concepts including triple bottom line, cradle-to-grave, and cradle-to-cradle
- Includes extensive discussions on retailing, distribution, and manufacturing topics
- Details supply chain flows of physical goods, information, and funds
- Highlights the need for coordinated change in technology, infrastructure, and cultures among supply chain members

From the point of distribution all the way back to the point of origin, the text provides examples and case histories that illustrates a proven approach for achieving effective supply chain integration. This self-contained resource provides readers with a realistic appraisal of the state of the art in supply chain management and the understanding needed to build and manage effective supply chains in a wide-range of industries. Most importantly, it emphasizes the need for building and maintaining cooperation and collaboration among all members of the supply chain.

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