



World Class Supply Management: The Key to Supply Chain Management with Student CD - ROM

By David Burt, Donald Dobler, Stephen Starling

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The best-selling textbook in purchasing and supply management through several editions, this book presents a practical framework for students to apply how firms actually manage the enterprise-wide functions of purchasing and supply in today's business environment. This edition represents a complete and thorough revision of the book, now explaining purchasing and supply management in the context of the supply chain, which has begun to dominate the literature in the field. World Class Supply ManagementSM: The Key to Supply Chain Management, Seventh Edition, reflects that change in focus, right down to the title (formerly called, more traditionally, Purchasing and Supply Management; now with the subtitle that specifically references the book's increased focus on supply-chain issues). New chapters have been added to the beginning and end of the text, to frame the new discussion of supply chain issues. The book has also been thoroughly updated to reflect the realities of purchasing and supply management in the digital age.

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