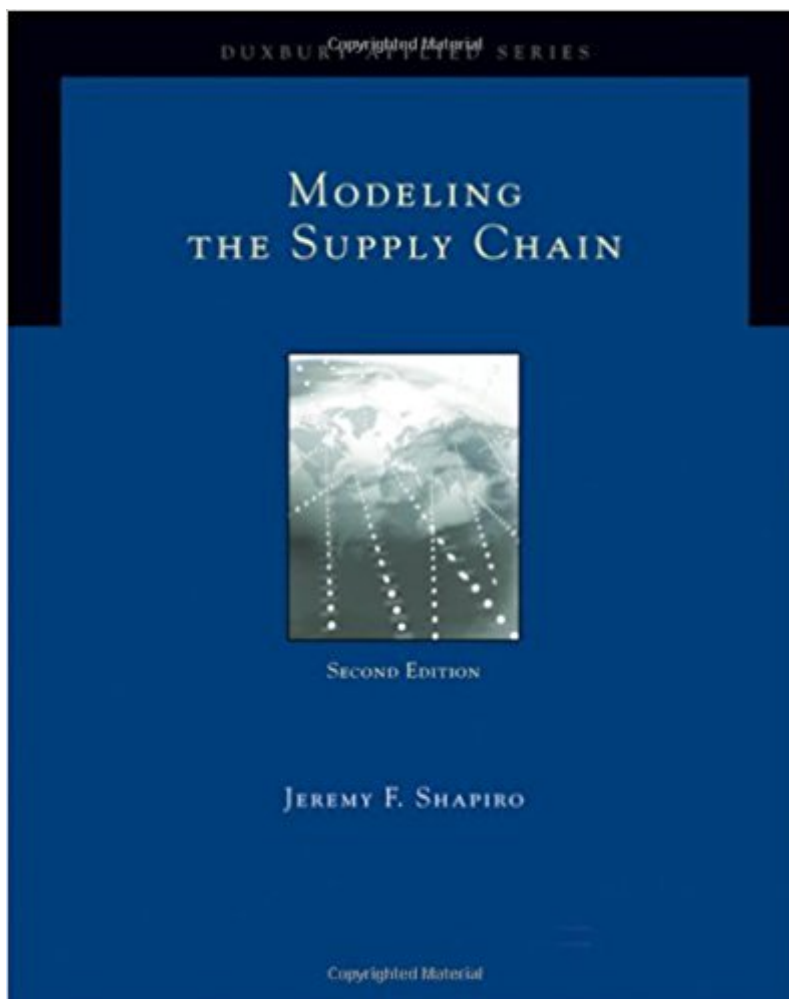


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# Modeling The Supply Chain (Duxbury Applied)



## Synopsis

Supply chains don't manage themselves, although managers sometimes wish they did. For everything you'll need to know about analyzing supply chains, you'll need **MODELING THE SUPPLY CHAIN**. By using models to analyze the supply chain, you can quickly and effectively find ways to optimize its performance. And because this supply chain textbook is loaded with clear illustrations and practical study tools, this is the textbook that will help you be effective during test times as well.

## Book Information

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## Customer Reviews

"The book written by Professor Shapiro presents not only a comprehensive overview of available SC models but also presents them in a well structured way with sound analysis and discussions. Examples of SC optimization presented in the text are excellent and unique. This book gives an interdisciplinary approach to SCM that perfectly represents the goal of this relatively new management discipline."

Jeremy Shapiro is a professor emeritus in the Sloan School of Management at MIT. For nine years he served as the co-director of MIT's Operations Research Center. Previously, he was employed by Procter and Gamble, Hughes Aircraft Company, and the Port of New York Authority. He received

his B.M.E. and M.I.E. degrees from Cornell University and a Ph.D. degree in Operations Research from Stanford University. Dr. Shapiro has published over 60 papers in the areas of operations research, mathematical programming, logistics, supply chain management, finance, and marketing. He is also president of SLIM Technologies, LLC, a Boston-based firm specializing in the implementation and application of modeling systems for supply chain management and other business problems. His outside interests include reading, traveling, biking and playing tennis. He is married to Martha J. Heigham and has three children, Alexander, Lara, and Nicholas.

Shapiro's book is really an interesting introduction to modeling the Supply Chain. After an easy to follow overview on the tools: Linear Programming (Simplex) and Mixed Integer Programming (with an appendix over the Branch and Bound method), these fundamentals are applied to strategic and tactical issues related to modeling the SC. Some actual applications together with their outcomes make examples more credible and down to earth. Examples run on excel's solver are straightforward and useful to get a basic handle on the topic. Several chapters on a unified optimization methodology for planning SC problems and databases are also interesting. The book ends up with a review on how decisions are taken within an organization and the role of modeling and optimization techniques. Its plain English is another positive point. My only "but" could be an overly superficial treatment of hot topics in SC as facilities location whereas covering issues as Corporate Financial Planning far from the core of the book. All in all a profitable bought.

Please note a new edition of the present book issued. However, on reading its table of contents I could observe both books are substantially the same. Be aware that a good knowledge of operations research is mandatory for readers to enjoy the above book. In other words, it is not the type of book for an average reader who is interested in having a general overview of supply chain management. In each chapter a long list of technical references is mentioned which is of great value for the reader to carry out an in-depth research.

This book is about math-modeling of Supply Chain Management(SCM). While only few analytical SCM books in market, this book is still different. The presentation of math-modeling does not forbid your curiosity in model by giving a proof, theory, lemma; this book shows you the modeling method to capture the complex SCM problem. I like this book over Simchi-Levi (logic of logistics) for its description, practical aspect and future direction. Also, I prefer this book over Chopra (SCM) and Simchi-levi (SCM) for its higher and better modeling issues. This book takes care the readers well

since the solution technique is also given, e.g., Linear Programming, Mixed Integer Programming, Unified Optimization, even simulation. While this book is more on quantitative, the interaction between qualitative and quantitative is given -both basic and advanced level. Suggestion to adapt modeling technique to organization is well presented also. The information technology (IT) section covers most SCM issues as well as the implementation and database for SCM. If you're in this area (either academia or practitioner), you have NO EXCUSE not to get this book seriously. For its uniqueness, this book is not supplementary or option, but it's a requirement for you.

This is a book only suited for the ones versed in the operations research area. Even a reader who is into the supply chain and/or logistics areas might not enjoy the book, if he or she does not master operations research main techniques. It is therefore a quite sophisticated book. A prospective buyer should look into the table of contents section with a view to making sure that the book complies with his or her needs and interests. At any rate, it is an excellent book.

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