



# Supply Chain Management: From Vision to Implementation

*Stanley E. Fawcett, Lisa M. Ellram, Jeffrey A. Ogden*

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*For undergraduate or MBA courses in Supply Chain Management.*

*Supply Chain Management: From Vision to Implementation* takes a strategic, managerial, and cross-functional view of supply chain management, enabling managers to participate in the vision and implementation of world-class supply chain networks. To achieve this, the text introduces a Supply Chain Roadmap process model as a guiding framework for designing and implementing integrated supply chains. Readers gain the knowledge and analytical tools to perform analysis and act as change agents within their organizations.

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