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markets have changed the face of  
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drastically. Companies, which want  
to survive in a hostile environment,  
must establish the optimum  
combination of supply and  
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holistic and practical approach to  
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best practices across the value  
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how these new paradigms enable

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companies to concentrate on value-adding activities and processes to achieve a long-term sustainable and competitive advantage. The book contains a variety of best practices, industry examples and case studies. Focusing on best-in-

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ensure quality, create value, and  
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students to understand and the  
mathematical applications less  
intimidating. Appropriate for  
students preparing for careers  
across functional areas of the  
business environment, this text  
provides foundational

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life-cycle, following a path made up  
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sustainable operations and supply chain  
practices are not only attainable, but  
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leverage this system  
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*areas of business that  
make up a supply chain,  
from procurement to  
operations to  
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explains the importance of  
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prepared to align the  
parts of this system to  
meet the needs of  
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urbanization or the  
optimal use of scarce  
resources are also  
impacting how supply chain  
networks are configured*



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*and operated. As a result,  
future supply chains will  
not just be assessed in  
terms of cost-  
effectiveness and speed,  
but also the need to  
satisfy agility,*

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these challenges, an  
understanding of the basic  
as well as more advanced  
concepts and recent*

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in building competitive  
and sustainable supply  
chains and, as part of  
that, logistics and  
operations. These span  
multiple disciplines and*

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concepts. In particular,  
it aims to: provide a  
comprehensive guide for*

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graduate level (MS), and  
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serve to present a window  
on current and future  
(potential) logistics  
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organizations. It  
incorporates the features  
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appreciation for how these  
activities make everyday  
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disposal - and why this is increasingly important for companies to pay attention to. About the Author Ashley McDonough is a Supply Chain and Finance professional who holds an M.B.A from the Hong Kong University of Science

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and Technology, one of the  
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world. She also holds a  
Bachelor's degree from the  
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with an emphasis in Supply  
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years of experience in large corporations as well as start-ups, in the United States and across Asia. This exposure is spread across various industries, including electronics, agriculture, FMCG, banking,

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world gave her an understanding of how Supply Chain practices can be modified or simplified given the context in which they are being applied. By complementing her professional experience with

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a passion for writing,  
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that comes with working in  
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supply chain management is  
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