



# Principles of Supply Chain Management: A Balanced Approach

*Joel D. Wisner, G. Keong Leong, Keah-Choon Tan*

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The coverage in Supply Chain Management: A Balanced Approach is balanced and uses a broad brush to encompass OM, purchasing, and distribution with a supply chain management focus and covers a great deal of content that isn't currently available. The book guides the reader through how all aspects of supply chain activity are accomplished effectively and efficiently.



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