

"Myerson's book should be on every manager's bookshelf for ready reference."
—Robert J. Trent, Ph.D., Supply Chain Management Program Director, Lehigh University

SUPPLY CHAIN AND LOGISTICS MANAGEMENT MADE EASY



**Methods and Applications for Planning,
Operations, Integration, Control and
Improvement, and Network Design**

PAUL A. MYERSON

Professor of Practice in Supply Chain Management, Lehigh University

Praise for *Supply Chain and Logistics Management Made Easy*

“Paul Myerson’s new book is a refreshing and a welcomed addition to the field, offering the reader a clear and easy-to-understand presentation of the key concepts and methods used in the field of supply chain management. His work is not only easy to understand but also comprehensive in coverage.

“I highly recommend it to university professors who want to incorporate it in their undergraduate and graduate courses in supply chain management. I have become a real fan of *Supply Chain and Logistics Management Made Easy*. Certainly, nothing in life is easy, but Paul Myerson’s new book has made the field more attractive and popular.”

—**Richard A. Lancioni**, Professor of Marketing and Supply Chain Management,
Fox School of Business & Management, Temple University

“Is it possible to take a discipline that involves millions of moving things, people, and processes and make it easy? Paul has taken the complex subject of supply chain and delivered a thorough and easy-to-understand review of all its elements. For the business student, the book provides a comprehensive view of the supply chain and serves as an effective introduction to the discipline and as an effective teaching tool. For the supply chain expert, this book is an excellent tool for reflection on all things supply chain. Each section brings back thoughts of the challenges the accomplished supply chain leader has faced. The book is an excellent resource for anyone in business who is looking to work in or currently works in supply chain management.”

—**Gary MacNew**, Regional Vice President, Supply Chain Optimizers

“This is an excellent read for both students and professionals who are interested in gaining a better understanding of what supply chain and logistics is all about. It is an easy-to-understand handbook for anyone who has a need to better understand supply chain management or is responsible for helping their organization gain an advantage from their supply chain. Myerson’s book should be on every manager’s bookshelf for ready reference.”

—**Robert J. Trent, Ph.D.**, Supply Chain Management Program Director,
Lehigh University

“Paul does a great job compacting supply chain management and logistics into one text. I wish I would have had this book when I was a logistics student 30+ years ago, but it’s a great text and reference for me now, too. The SCM discipline is very wide and diverse now. This book captures all the elements. A complete professional reference. An easy read that teaches.”

—**Andy Gillespie**, Director, Global Logistics, Ansell

“Practical, accessible, up-to-date, and covering today’s best practices, *Supply Chain and Logistics Management Made Easy* is the ideal introduction to modern supply chain management for every manager, professional, and student.”

—**Oliver Yao**, Associate Professor, Lehigh University

Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design

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