CONTENTS

Cont	ributors	vii
Intro	duction to The Practice of Supply Chain Management	хi
	CORE CONCEPTS AND PRACTICES	
1.	Principles for the Strategic Design of Supply Chains Terry P. Harrison	3
2.	Tactical Planning for Reinventing the Supply Chain David Simchi-Levi, Edith Simchi-Levi, and Michael Watson	13
3.	The Role of Inventory in Superior Supply Chain Performance John J. Neale, Brian T. Tomlin, and Sean P. Willems	31
4.	Supply Chain Performance Metrics Warren H. Hausman	61
	EMERGING SUPPLY CHAIN PRACTICES	
5.	Sourcing Strategy and Supplier Relationships: Alliances versus eProcurement David F. Pyke and M. Eric Johnson	77
6.	Supply-Chain Coordination: How Companies Leverage Information Flows to Generate Value Susan Cohen Kulp, Elie Ofek, and Jonathan Whitaker	91
7.	Supply-Chain.Net: The Impact of Web-based Technologies on Supply Chain Management Enver Yücesan and Luk N. Van Wassenhove	109
8.	e-Business and Supply Chain Integration Hau L. Lee and Seungjin Whang	123
9.	Managing Product Variety through Postponement: Concept and Applications S. Venkatesh and Jayashankar M. Swaminathan	139
10.	Creating and Leveraging Options in the High Technology Supply Chain Corey Billington and Blake Johnson	157
11.	Managing Supply Chains with Differentiated Service Requirements—Models and Applications Morris A. Cohen, Vinayak Dechaande, and Vinayak Wang	175

SUPPLY CHAIN IN ACTION

12.	Data-Rich Supply Chain Management: The Case of Seven Eleven Japan Seungjin Whang	199
13.	Lucent Technologies: Achieving the "Impossible" By Using Provisioning and Postponement David W. Hoyt and Enrique Lopez-Tello	209
14.	Measuring the Benefits of Product Standardization and Postponement of Configuration in a Supply Chain Tony Davila and Marc Wouters	221
15.	Combinatorial Auctions in Procurement Wedad Elmaghraby and Pinar Keskinocak	245
16.	The Benefits of Business-to-Business Applications for Fabless Semiconductor Companies Barchi Peleg	259
17.	Supply Chain Management at a Chip Tester Manufacturer Srinagesh Gavirneni	277
18.	Aerospace Supply Chain Dynamics Thomas Bilczo, Larry Bugbee, Jonathan Fitzhugh, Dave Gilbert, Steve Halladin, James Rubert, and Benny Budiman	293
19.	Agent Models of Supply Network Dynamics: Analysis, Design, and Operation S. Brueckner, H. Baumgaertel, V. Parunak, R. Vanderbok, and J. Wilke	315
Index		345