

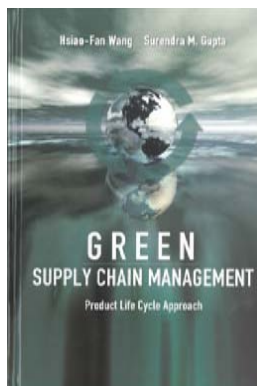
BOOK OF THE MONTH

Making it easier to be green

SUPPLY CHAIN MANAGEMENT BOOK ACCOUNTS FOR ENTIRE LIFECYCLE

With the advent of corporate sustainability, green as the color of money has taken on previously unheard of attributes. Green manufacturing, logistics, management and waste practices are nice, but bills must be paid to keep an organization in business.

While good public relations is beneficial, paying attention to PR without watching the bottom line could lead to disaster. That's where *Green Supply Chain Management: Product Life Cycle Approach*, comes in. Hsiao-Fan Wang of National Tsing Hua University and Surendra M. Gupta of Northeastern University bring their operational research and industrial engineering expertise to bear on green engineering technologies, green value chain management and green



information management systems.

To design, implement and operate a truly green supply chain, managers must comprehend a product's entire lifecycle, from material selection to product disposal. The authors provide a stage-by-stage production method within the lifecycle of a product. Readers learn how to quantify the environmental impact on supply chains and design improvements. Green procurement, including vendor selection with risk analysis, is covered.

The book's information management systems portion covers how to inventory your carbon foot-print and quantify and document emissions, and includes Web-based information support systems.

Green Supply Chain Management: Product Life Cycle Approach is published by McGraw-Hill (\$130).

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