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Título: Designing And Managing The Supply Chain

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New chapter material on procurement and E-Commerce: To reflect the current trends in e-commerce an entirely new chapter on ¿Procurement Strategies¿ (Chapter 12) now closes out the book. The chapter on ¿Distribution Strategy¿ (Chapter 5) has been re-titled ¿Distribution Strategy and e- fulfillment¿ and includes a wealth of new material on e-commerce including an e-business article on dynamic pricing. This revision incorporates the latest in ¿E-Commerce ¿ affording students insight into the most current practices related to the Supply Chain and E-commerce.

Improved and Integrated Coverage of Technology ¿ To reflect a more realistic approach to incorporating technology in today¿s companies, Chapter 8 (on ¿ Supply Chain Design¿) has new material on coordinating product and supply chain, on modular processes and products; Chapter 9 (¿Customer Value¿) expands an Amazon.com example and adds material on ¿Customer Relations Management¿¿; Chapter 10 (¿Information Technology¿) has new material on ¿the Internet¿ ¿events management¿ ¿collaboration¿ and ¿exchanges¿, ¿modeling¿ and ¿demand planning¿ (Chapter 11 ¿Decision Support Systems¿). The in-depth integration of this coverage allows students to better understand how technology implementation, new trends, and customers can affect the design and management of a supply chain.