

Librería
Bonilla y Asociados
desde 1950



Título: Supply Chain Management. Strategy, Planning, And Operation

Autor: Chopra, Sunil; Meindl, Peter

Precio: \$3072.00

Editorial:

Año: 2009

Tema:

Edición: 4ª

Sinopsis

ISBN: 9780136080404

Illustrating the key drivers in effective supply chain management.

Supply Chain Management illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. This text also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described in the text.

To better suit the importance of international business in today's world, the fourth edition contains increased coverage of global supply chain management.