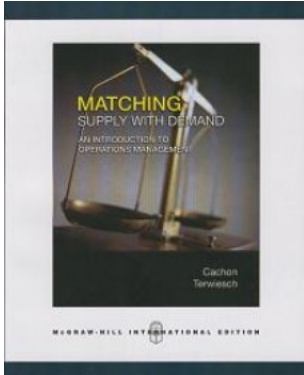


*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** Matching Supply With Demand. Supply With Demand

**Autor:** Cachon - Terwiesch

**Precio:** \$509.00

**Editorial:**

**Año:** 2006

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9780071244268

The book examines business processes within the context of supply chain management.

The treatment is brief, and the cost of the book relatively inexpensive.

The book employs real world examples to illustrate important operations concepts.

The supply chain has become a preferred framework to discuss operations; and the discipline itself now has sharpened its focus on processes, making this a cutting edge book, liable to be warmly receive in the better MBA program

Students can get the essentials down, without having to read through pages of extraneous material; instructors can assign other materials, along with the text, without fear of the cost of materials to students becoming exorbitant.

Students relate to and understand the importance of large business concerns and the products they deliver, which makes for a more compelling, motivational