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**Título:** Logistics & Supply Chain Management

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**Precio:** \$1120.00

**Editorial:**

**Año:** 2011

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9780273731122

Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result.

This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- | The link between logistics and customer value.
- | Logistics and the bottom line measuring costs and performance.
- | Creating a responsive supply chain.
- | Managing the global pipeline.
- | Managing supply chain relationships.
- | Managing risk in the supply chain.
- | Matching supply and demand.
- | Creating a sustainable supply chain.
- | Product design in the supply chain.