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Advanced Supply Chain Management: How to Build a Sustained Competitive Advantage (Hardback)

By Charles C. Poirier

BERRETT-KOEHLER, United States, 1999. Hardback. Condition: New. Language: English . Brand New Book. Supply chain management-the means by which firms engaged in creating, distributing, and selling products can join forces to establish a supply network with an unbeatable competitive advantage-has emerged as one of the most powerful business-improvement tools around. Companies all over the world are pursuing supply chain as the latest methodology to reduce costs, increase customer satisfaction, better utilize assets, and build new revenues. In this fiercely competitive environment, the gap between firms that are succeeding and those that aren't is rapidly expanding. In Advanced Supply Chain Management, leading expert Charles Poirier presents the four levels of accomplishment that separate the successful firms from the wannabes. He details these four levels, from the beginning stages to the most advanced techniques and processes. Each level is described in detail so a firm can calibrate itself and determine what work remains to be done to close the gap. Many firms are stuck in the first stage of supply chain management, marked by a myopic internal focus that may result in great short-term results but often misses the mark in the increasingly important global marketplace. Poirier outlines the process by...



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