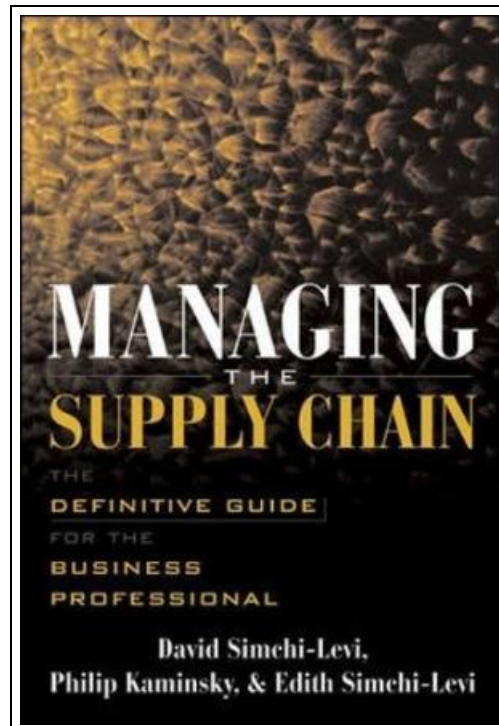


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McGraw-Hill Education - Europe, United States, 2004. Hardback. Condition: New. Language: English . Brand New Book. This book offers innovative supply chain solutions from , Coca-Cola, Dell, Wal-Mart, and other supply chain leaders. Today s fiercely competitive environment of tight budgets and even faster turnarounds has made the effective integration of suppliers, manufacturers, warehouses, and stores a competitive necessity. Managing the Supply Chain examines how leading companies have answered the call by analyzing and revamping every step in their supply chains, significantly reducing distribution costs and delivery times while increasing botto-m-line profit.Case studies and examples combine with insightful analysis to reveal how top companies remain competitive by squeezing every possible improvement from every aspect of their supply chain. Managing the Supply Chain provides today s most in-depth examination of important advances in supply chain strategies and technologies, including: techniques for meeting all supply chain challenges, from managing risk through achieving global optimization; effective strategies for partnering, supply chain integration, inventory optimization, make-or-buy decisions, and more; and comparison, tradeoffs, and implementation issues associated with the various strategies.As today s managers know, ongoing supply chain innovations have made managing a business more complex than at any time in the past. Let Managing the Supply Chain show you how leading organizations are reducing variability in their supply chain operations - by broadening their focus to encompass today s limitless supply chain possibilities. In the last few years, analysis and insight have improved and effective models and decision-support systems have been developed - but these may not be familiar to industry. This book aims to fill this gap by presenting state-of-the-art models and solution methods, insights, and concepts important in the design, control, operation, and management of supply chain systems - From Chapter 1: Introduction. Even before decision-makers knew it by name, supply chain...



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