

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910449948403321 |
| Autore | Boyer Kenneth Karel <1967-> |
| Titolo | Extending the supply chain [[electronic resource]] : how cutting-edge companies bridge the critical last mile into customers' homes // Kenneth Karel Boyer, Markham T. Frohlich, and G. Tomas M. Hult |
| Pubbl/distr/stampa | New York, : American Management Association, c2004 |
| ISBN | 1-60119-852-3 0-8144-2850-9 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (272 p.) |
| Altri autori (Persone) | FrohlichMarkham T HultG. Tomas M |
| Disciplina | 658.7/88 |
| Soggetti | Business logistics Grocery trade Retail trade Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Introduction -- the great divide between customers and retailers -- Decoupled extenaed supply chains -- Semi: Exteneded supply chains -- Fully extended supply chains -- Centralized extended supply chains -- Strategy : meshing operational and marketing goals -- Marketing : tapping customers' latent desires -- Supply chain design : how to bridge the last mile -- Information technology : facilitating learning and streamlining transactions -- The future of the extended supply chain. |
| Sommario/riassunto | Don't break the supply chain before you get to the most important link -- the customer. |