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.

2. Record Nr. UNINA9910715071303321

Autore	Allen Kenneth W (Retired Air Force officer)
Titolo	70 years of the PLA Air Force / / Kenneth W. Allen and Cristina L. Garafola
Pubbl/distr/stampa	[Washington, D.C.] : , : China Aerospace Studies Institute, , [2021]
Descrizione fisica	1 online resource (472 pages) : illustrations (some color)
Soggetti	Military education - China Air forces - China - History Air forces Military education Strategic aspects of individual places History Military history China Strategic aspects China History, Military China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.