

1. Record Nr.	UNINA9910458586303321
Titolo	Encyclopaedia of supply chain management . Vol. I [[electronic resource] /] / edited by S.U. Farooqui
Pubbl/distr/stampa	Mumbai [India], : Himalaya Books Pvt. Ltd., 2010
ISBN	1-282-84888-7 9786612848889 93-5043-939-5 1-4416-7468-3
Descrizione fisica	1 online resource (960 p.)
Collana	Encyclopaedia of supply chain management
Altri autori (Persone)	FarooquiS. U
Disciplina	658.7
Soggetti	Business logistics 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 (p. [305]-321).
Nota di contenuto	Vol 1 COVER; Contents; Introduction; Key Components of Supply Chain Management; Supply Chain and Marketing Strategies; Marketing Management; Marketing Research; Sales Forecasting; Organised Method of Product Development; Operation Management; Supply Chain Operations; Consumer Surveys; Bibliography; Vol 2 COVER; Contents; Sales Management and Sales Control; Sales Management for Export Trade; System in Salesmanship; Organisation of Manufacturing Concerns; Decision-making and Operation Research; Sales Orsanisation and Operation Research; Wholesale and Retail Distribution Quantitative Market AnalysisBibliography; Vol 3 COVER; Contents; Marketing Research Procedure; Marketing Strategies and Paradigms; Business Models; Modern System of Credit; Logistics and Supply Chain Functions; Process Orientation and Relationship Management; Electronic Commerce and Supply Chain Management; Bibliography
Sommario/riassunto	Flow of goods form the place of production to the market is the main concern of Supply Chain Management. IF focuses on the flow of goods, knowledge and money across the entire organization, from material suppliers to producers to consumers. Various diverse steps taken by various personnel deal with this exercise of management.

Consequently, any step by anyone in the chain, influences the whole system because of being interlinked with each other. Present modest work is a serious endeavour. It focuses on various aspects of Supply Chain Management, as an important discipline of Management. Every
