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Altri autori (Persone)	WaltersDavid RainbirdMark
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Sommario/riassunto	Towards the end of the twentieth century a number of changes occurred that suggest that organisational structures and management attitudes and behaviour in the foreseeable future will differ markedly from the traditional model. Not only had business become global in every respect, but in almost all markets end-user expectations were

undergoing significant change which were forcing business to come to terms with demands for increased choice and quality, flexible ordering and servicing systems, on-line accessibility to suppliers and competitive prices. The response by business has been equally d

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