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""Boundaries and Governance""""Static versus Dynamic Boundaries""; ""Is Transaction Cost Theory A»Bad for PracticeA«?""; ""TCA Focuses on Cost Efficiency""; ""Asset Specificity based on A»Sunk CostsA«""; ""Too Costly to Develop or Acquire Specific Assets""; ""Perceptions of Trust""; ""Developing Collaborative Relationships""; ""Conclusion""; ""Illustrative Case""; ""Benetton's Supply Networks""; ""4. The Information System for the Supply Chain""; ""Introduction""; ""Logistics Information""; ""Information Exchange""; ""Information and Operations"" ""The Concept of a Supply Chain Information System""""The Intra-firm Information System""; ""The Inter-firm Information System""; ""Interface Optimization""; ""Elements of the Information System""; ""On-demand Computing""; ""Software Systems""; ""Enterprise Resource Planning (ERP)""; ""Software for Supply Chain Management""; ""General Application Areas for Supply Chain Information Systems""; ""Communications""; ""Concluding Comments""; ""Illustrative Case""; ""Gillette and RFID""; ""5. Distribution""; ""International Markets""; ""The Structure of International Distribution"" ""Global Marketing""""The Complexity of Distribution""; ""The Major Elements of Distribution and its Requirements""; ""Deficiencies of Traditional Distribution and Distribution Dynamics""; ""Push versus Pull""; ""The Marketing Channel""; ""Major Channel Decisions""; ""Sales Decisions""; ""Physical Distribution Decisions""; ""Global Retail Distribution""; ""Retailing as a Supply Chain Function""; ""Grocery Retailing""; ""Garments""; ""Global Retail Logistics Operations""; ""E-commerce and the Supply Chain""; ""The Attractiveness of a New Channel""; ""The Case of Grocery E-tailing"" ""The Structure of E-commerce Fulfillment""

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