Record Nr. UNINA9910791412103321 Encyclopaedia of supply chain management . Vol. I [[electronic **Titolo** 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** 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 Analysis Bibliography; 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