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| 1. Record Nr. | UNINA9910807794003321 |
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| Titolo | Supply chain as strategic asset : the key to reaching business goals // Vivek Sehgal |
| Pubbl/distr/stampa | Hoboken, N.J., : Wiley, 2011 |
| ISBN | 1-280-74659-9 9786613677778 1-118-26917-9 0-470-93967-2 0-470-93966-4 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (337 p.) |
| Collana | Wiley corporate F&A ; ; 22 |
| Classificazione | 85.34 |
| Disciplina | 658.7 |
| Soggetti | Business logistics Strategic planning |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes bibliographical references and index. |
| Nota di contenuto | Supply Chain as Strategic Asset: The Key to Reaching Business Goals; Contents; Preface; Acknowledgments; Introduction; 1 Planning and Realizing the Goals of a Business Strategy; 2 Understanding Strategy; 3 Concepts of Business Strategy; 4 Exploring Functional Strategy; 5 Current Thinking on Supply Chain Strategy; 6 Creating a Functional Supply Chain Strategy; 7 Technology Strategy; 8 Supply Chain Nirvana: Bringing It All Together; APPENDIX A: Sample Artifacts for Creating an Effective Supply Chain Strategy; APPENDIX B: An Overview of the Scope of the Supply Chain in Modern Corporations APPENDIX C: The Supply Chain and Corporate Financial Performance Notes; Bibliography; About the Author; Index |
| Sommario/riassunto | Hands-on guidance for creating competitive advantages through strategy realization How can your supply chain create competitive advantages and help achieve business goals? Drawing from the author's abundant research and analysis, this resourceful book shows how aligning the supply chain design with business strategy helps build competitive capabilities, prioritize capital investments, and takes your firm beyond the industry best-practices to create competitive |

advantages, not just competitive parity. Summarizing the current literature on business and supply chain strategies, this book provides
