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Nota di bibliografia	Includes bibliographical references (p. 257-273) and index.
Nota di contenuto	Cover; Contents; 1 - Supply Chain Management; 2 - Coordinate the Traditional Business Functions Across the Company and Across the Supply Chain; 3 - Collaborate With Supply Chain Partners on Noncore Competency Functions; 4 - Look for Supply Chain Synergies; 5 - Not All Customers Are Created Equal; 6 - Identify and Manage the Supply Chain Flow Cycles; 7 - Manage Demand (Not Just the Forecast); 8 - Substitute Information for Assets; 9 - Systems Are Templates to Be Laid Over Processes; 10 - Not All Products Are Created Equal; 11 - Make Yourself Easy to Do Business With 12 - Do Not Let Tactics Overshadow Strategies 13 - Align Your Supply Chain Strategies and Your Reward Structures; 14 - Putting It All Together; References; Index; About the Author
Sommario/riassunto	This text introduces 12 'drivers' for success based on the author's extensive research and experience in consulting. The roles of all the traditional business functions in supply chain management - marketing, sales, logistics, etc. - are also addressed.