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Nota di contenuto	SUPPLY CHAIN MANAGEMENT IN THE DRUG INDUSTRY; CONTENTS; CONTRIBUTORS; PREFACE; I SURVEYING AND MAPPING THE TERRITORY; II BUILDING A KNOWLEDGE FOUNDATION IN SCM; III PLANNING AND EXECUTING SUPPLY CHAIN CHANGE; END NOTES; INDEX
Sommario/riassunto	This book bridges the gap between practitioners of supply-chain management and pharmaceutical industry experts. It aims to help both these groups understand the different worlds they live in and how to jointly contribute to meaningful improvements in supply-chains within the globally important pharmaceutical sector. Scientific and technical staff must work closely with supply-chain practitioners and other relevant parties to help secure responsive, cost effective and risk mitigated supply chains to compete on a world stage. This should not wait until a drug has been registered, but should star