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Altri autori (Persone)	RossDavid Frederick <1948->
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Nota di contenuto	Front cover; Contents; Preface; Acknowledgments; Author; Chapter 1. Supply Chain Management: Architecting the Supply Chain for Competitive Advantage; Chapter 2. Supply Chain Technology Foundations: Exploring the Basics; Chapter 3. Supply Chain System Foundations: Understanding Today's Technology Solutions; Chapter 4. Technology-Driven Supply Chain Evolution: Building Lean, Adaptive, Demand-Driven Supply Networks; Chapter 5. Customer and Service Management: Utilizing CRM to Drive Value to the Customer Chapter 6. Manufacturing and Supply Chain Planning: Linking Product Design, Manufacturing, and Planning to Increase ProductivitiesChapter 7. Supplier Relationship Management: Integrating Suppliers into the Value Chain; Chapter 8. Logistics Resource Management: Utilizing Technology to Enhance Logistics Competitive Advantage; Chapter 9. Developing SCM Technology Strategies: Creating the Game Plan for the Successful Implementation of SCM Technologies; Afterword; Back cover
Sommario/riassunto	The second edition of this popular resource reflects new technology in supply chain management. Providing a comprehensive review of business computing, it features new chapters on the fundamentals of

computing and their enabling power as well as the basics of contemporary ERP/supply chain business solutions. This book remains a critical resource on the enabling power of today's technologies and their impact on supply chain management. Focusing on the impact of the Internet on strategic elements of supply chain management, the author highlights integrative software tools that allow for new leve
