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Autore	Drake Matt
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Nota di contenuto	1. What is supply chain management? -- 2. Global supply chain management -- 3. Global sourcing -- 4. Global transportation and distribution -- Notes -- References -- Index.
Sommario/riassunto	The business environment in the twenty- first century is truly global in scope. Companies must navigate and manage networks of international suppliers and customers to compete in a global marketplace. An efficient and effective supply chain can provide a sustainable competitive advantage that will secure a firm's position in the global market. Global supply chains are often fraught with complexity and uncertainty that make them difficult to manage in a way that enables the firm to realize the maximum potential advantage. Executives and managers at all levels will come to appreciate the importance of supply chain management to their firm's overall performance and competitiveness. This book will illustrate the challenges of managing a global supply chain and will discuss cutting- edge strategies that firms can use to cope with these challenges and improve their supply chain performance. Particular topics of interest include supply chain risk

management, the total cost of ownership approach to procurement, global supplier selection, network orchestration, transportation and distribution strategies around the world, and transportation security measures. Each chapter also includes brief case studies that illustrate concepts and techniques in action within specific company environments.
