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Edizione	[Second edition.]
Descrizione fisica	1 online resource (464 pages) : illustrations, tables
Altri autori (Persone)	OdegaardMary Ann
Disciplina	658.8700687
Soggetti	Business logistics Retail trade - Management Industrial procurement - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revised edition of the authors' Retail supply chain management, c2008.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	About the authors -- Preface -- The retail industry & supply chain management -- Defining the retail supply chain -- Success in a retail business -- Types of retail supply chain businesses -- A changing world: moving toward comparative advantage -- Corporate social responsibility, sustainability & the retail industry -- Forces shaping the retail supply chain environment -- Drivers of retail supply chain change -- Paths to the customer -- Supply chain risk -- Retail supply chain metrics -- Meeting the needs of supply chain decision-makers -- Retail strategy & supply chains -- Product types -- value to the customer -- Businesses inside the business -- Activity systems & process definition -- Retail scm - skills required -- Retail supply chain process improvement -- Organizing to improve retail supply chain performance -- Collaboration with supply chain partners -- The demand-driven supply chain -- Product tracking along retail supply chains -- Achieving financial success in the retail supply chain -- Understanding supply chain costs -- Barriers to addressing root causes for cost -- Multicompany collaboration to reduce costs who, what, & how -- Retail return loops -- Case application: seabear/made in washington -- A. glossary -- B. bibliography -- Index.

Demonstrating the connection between products, market and strategies, this title provides an understanding of each facet of the supply chain to show how each component is related and can be manipulated for maximum return.
