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Altri autori (Persone)	GattornaJohn
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Soggetti	Physical distribution of goods - Management
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Note generali	"A Gower book." First published 2003 by Gower Publishing. Rev. ed. of: The Gower handbook of logistics and distribution management. 4th ed. c1990.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Supply chains in the context of customers and strategy -- pt. 2. Operational excellence -- pt. 3. Supply chain integration and collaboration -- pt. 4. Virtual supply chains -- pt. 5. Regional and global supply chains -- pt. 6. Other practical considerations in supply chains.
Sommario/riassunto	The ability to build and also maintain a world class logistics and distribution network is an essential ingredient in the success of the world's leading businesses, but keeping pace with changes in your sector and in others is hard to do. With the Gower Handbook of Supply Chain Management you will need to look no further. Written by a team of leading consultants with contributions from leading academic experts, this book will help you to keep pace with the latest global developments in supply chain management and logistics, and plan for the future. This book has over thirty chapters with detailed accounts of key topics and the latest developments, from e-collaboration and CRM integration, to reverse logistics and strategic sourcing, and includes case studies from Asia, Europe and North America. It looks at all aspects of operational excellence in logistics and supply chain

management. The Gower Handbook of Supply Chain Management will help managers to benchmark their operations against the best-of-breed supply chains across the world. It provides a unique single source of expert opinion and experience.

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