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Titolo	Extending the supply chain : how cutting-edge companies bridge the critical last mile into customers' homes / / Kenneth Karel Boyer, Markham T. Frohlich, and G. Tomas M. Hult
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Altri autori (Persone)	FrohlichMarkham T HultG. Tomas M
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- the great divide between customers and retailers -- Decoupled extenaed supply chains -- Semi: Exteneded supply chains -- Fully extended supply chains -- Centralized extended supply chains -- Strategy : meshing operational and marketing goals -- Marketing : tapping customers' latent desires -- Supply chain design : how to bridge the last mile -- Information technology : facilitating learning and streamlining transactions -- The future of the extended supply chain.
Sommario/riassunto	Don't break the supply chain before you get to the most important link -- the customer.