

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



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**Sinopsis**

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For advanced undergraduate and MBA courses in Supply Chain Management. This book brings together the strategic role of the supply chain, key strategic drivers of supply chain performance, and the tools and techniques for supply chain analysis. Every chapter gives suggestions that managers can use in practice and all methodologies are illustrated with an application in Excel. Fully updated material keeps the book on the forefront of supply chain management. Distribution networks (Chapter 4); Sourcing (Chapter 13), discusses different sourcing activities including supplier assessment, supplier contracts, design collaboration, and procurement; Price and revenue management (Chapter 15); Early coverage of designing the supply chain network--after developing a strategic framework, readers can discuss supply chain network design in Chapters 5 and 6 and then move on to demand, supply, inventory, and transportation planning; Information Technology in the Supply Chain (Chapter 17). For business professionals managing the supply chain.