

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



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**Autor:**

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**Sinopsis**

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The book is written in a clear and straightforward manner. The focus throughout is global, and examples of real-world applications of the principles discussed are drawn from organizations in various countries around the world. For the second edition, new cases have been added to reflect recent technological developments and current preoccupations such as security and more effective supply chain management.