

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1200.00

Editorial:

Año: 1999

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780471314301

Logistics and the Extended Enterprise is the result of a four-year, \$1 million research project devoted to the study of best practices in supply chain management_a necessity for companies that want to be competitive in a global business environment. Written by members of the University of Maryland's Supply Chain Management Center, this important book takes a first-of-its-kind look at supply chain and logistics/transportation management organization structure. It offers a paradigm for successfully implementing a global supply chain and explains the role logistics plays in enabling this approach