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As the supply chain is the major arena for competition in modern business, and at each stage in the industrial life cycle it is necessary to adjust the management of the supply chain to remain competitive, there is a growing demand for authoritative research to clarify the supply chain structure and evolution through the industrial life cycle.

Life Cycle Management in Supply Chains: Identifying Innovations Through the Case of the VCR presents comprehensive, in-depth coverage of the intimate connection between the industry life cycle and supply chain management, utilizing the case of the industrial life cycle of the VCR to provide practitioners and researchers with key insight into the supply chain as the basic business unit for competition, and the requisite alteration of the management of the supply chain at each stage of the life cycle.