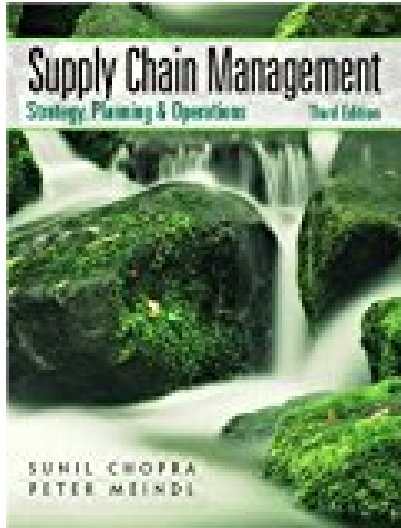


# Supply Chain Management 3rd Edition

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## BOOK DETAILS

- Author : Sunil Chopra
- Pages : 536 Pages
- Publisher : Prentice Hall
- Language : English
- ISBN : 0131730428

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## **BOOK SYNOPSIS**

The latest thinking, strategies, developments, and technologies to stay current in supply chain management Presenting the core concepts and techniques of supply chain management in a clear, concise and easily readable style, the Third Edition of Essentials of Supply Chain Management outlines the most crucial tenets and concepts of supply chain management. Shows how to utilize technology to boost efficiency and responsiveness Introduces new material on the latest technology and practices available for supply chain management Offers new cases and executive interviews throughout the book Written by author of Business in the Cloud: What Every Business Needs to Know about Cloud Computing Creating an effective supply chain is key to staying ahead in todays complex market. The Third Edition provides the tools, guidance, and examples to help maximize business performance and create competitive advantage.

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