



Supply Chain Management: Grundlagen, Strategien, Instrumente und Controlling (German Edition)

Hartmut Werner

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Das Supply Chain Management gilt in Theorie und Praxis als ein Bereich mit großen Potentialen zur Rationalisierung. Selten wird jedoch deutlich, wie die Verbesserungsmöglichkeiten konkret auszuschöpfen sind.

Das Lehrbuch beschreibt anschaulich und fundiert die Strategien des Supply Chain Managements. Gleichzeitig werden geeignete Instrumente zur Umsetzung aufgezeigt. Schließlich wird das Controlling des Supply Chain Management charakterisiert. Mit vielen Beispielen aus der Praxis.

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Raymond Crandall:

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Kyle Cook:

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