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Achieving Supply Chain Integration: Connecting the Supply Chain Inside and Out for Competitive Advantage (Hardback)

By Chad W. Autry, Mark A. Moon

Pearson Education (US), United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. High-Value Supply Chain Integration New research, practical priorities, actionable solutions Master new best practices for integrating demand, supply, and partners worldwide Bridge key integration gaps to maximize customer value and profit Improve performance in areas ranging from resource availability to returns From leading supply chain integration experts at the University of Tennessee s Haslam College of Business In volatile, global environments, only well-integrated organizations can deliver superior customer outcomes and sustained profitability. Supply chain practitioners are on the frontlines of integration: they must bring together functions ranging from sales to logistics and a world of third-party suppliers. Integration is not easy, but proven solutions exist. In Achieving Supply Chain Integration, leading experts reveal what works and how to make it work. The authors and contributors clarify what supply chain integration really means, and why it s even more crucial than many companies realize. You ll learn how to manage core conflicts that make integration difficult, so you can maximize value to both customers and your organization. You ll find example-based, research-driven insights for both internal and external integration, addressing issues ranging from culture to financial...



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