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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 360 Publisher: Higher Education Pub. Date :2011-02-01 version 3. Ma Shihua. Lin Yong editor of this supply chain management (3rd edition) is a general higher education. Eleventh Five-Year National planning materials. Supply Chain Management (3rd Edition) in-depth study of supply chain management and development of the historical background. describes the basic concepts of supply chain management and basic theory. supply chain co-operation with enterprises and incentives to build the supply chain models and methods of basic theories and methods. the choice of supply chain partners. supply chain management environment. production planning and control mechanisms. inventory management. production and quick response time. logistics management and other core business. and discussed the operation of supply chain management organization and management. supply chain risk management and so on. Supply Chain Management (3rd edition) as a science and engineering university management. logistics management. logistics. engineering. business administration. business management. systems engineering and other relevant professional senior undergraduate or graduate reference books. but also for engaged in the business logistics and supply chain managers and other managers to learn job reference. Contents: Introduction Section I Chapter II Overview of Supply Chain Management Supply chain management and the basic idea of ??the generation of Supply Chain Management Section Progress [Summary] [Key Terms] [Title] [Case] ?? thinking about the supply chain management in the successful application of China's auto industry supply chain management chapter of the basic problems of the type of supply chain analysis Section II the supply chain growth theory and operation mechanism of supply chain management supply chain management and enterprise Section scalability Section IV integrated supply chain management and supply chain management Section V Section VI supply chain management. outsourcing. strategic issues...

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