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SUPPLY CHAIN EXCELLENCE IM HANDEL



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Condition: New. Publisher/Verlag: Gabler | Trends, Erfolgsfaktoren und Best-Practice-Beispiele | Best Practice Beispiele deutscher Unternehmen aus dem Einzelhandel! A vital resource in a fast-moving field, this updated second edition, with more than 300 illustrations, covers discussion of the latest wireless standards (including cognitive radio) and the newest technology and practices in mobile broadband in one book. | Supply Chain Management ist ein entscheidender Erfolgsfaktor in der Konsumgüterbranche und das frühzeitige Erkennen einiger wichtiger Trends unterscheidet die Gewinner von den Verlierern. Diese Aktualität und Relevanz werden am Anfang des Buches anhand von Praxisbeispielen und einer europaweiten empirischen Untersuchung des Supply Chain wichtiger Einzelhandelsunternehmen aufgezeigt. Anhand von ca. 40 intensiven Interviews mit Supply Chain Managern des Einzelhandels können Supply Chains identifiziert werden, die anderenüberlegen sind. Die Erfolgslücke wird auf das rechtzeitige Erkennen und Umsetzen wichtiger Trends zurückgeführt. | Supply-Chain-Leistung messen, bewerten und vergleichen Filiallogistik - Kosten senken und Service steigern Lager- und Lieferlogistik Kooperationen Supply-Chain-Steuerung Performance Management Vision 2010 Verbesserungsprogramm | Format: Hardback | 550 gr | 228 pp.



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