

Supply Chain Management



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En lærebog til videregående uddannelser og praktiker om konkurrencekraft gennem supply chain management. Bogen har fokus på øget indtjeningssevne gennem omkostningsreduktioner, procesoptimeringer og kundeorienterede serviceforbedringer og dækker områderne strategi, demand management, operations, sourcing management og emergent issues. Bogen indeholder et opdateret teoriapparat og konkrete anvendelsesorienterede værktøjer og modeller. Der indgår en række cases fra danske virksomheders praksis på området samt konkrete refleksionsspørgsmål til hvert kapitel.

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