



Total Supply Chain Management

Ron Basu, J. Nevan Wright

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The latest book from a successful author team, this essential handbook provides the basic concepts, tools and techniques to support a supply chain excellence initiative.

The book shows how to add value to an organisation through the optimum use of resources and supply chain elements and through the provision of improved customer satisfaction. Resources are defined as all available resources, whether owned or borrowed along the complete supply chain, from the supplier's supplier, through to the customer's customer.

Specific supply chain issues and opportunities related to service industries, e-Supply Chain and emerging markets like India are key features of this book.

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