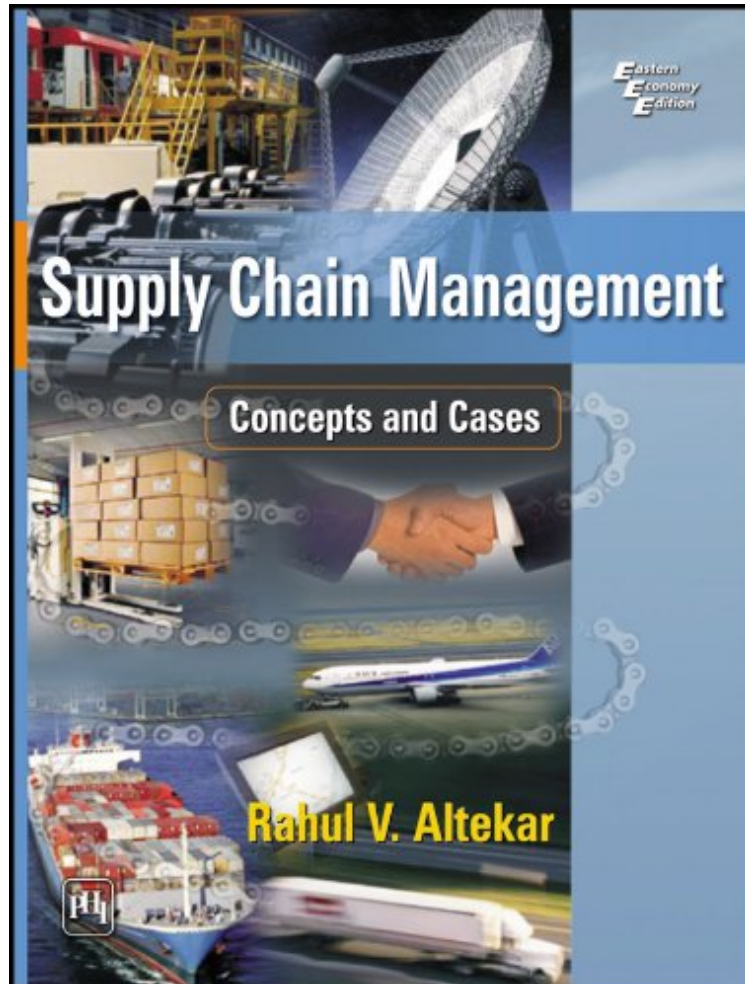


SUPPLY CHAIN MANAGEMENT: CONCEPTS AND CASES

Rahul V. Altekar

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In response to the increasing significance attached to supply chain management in both academic and professional areas, this text intends to build a bridge and highlight the relationship between various disciplines of SCM like demand planning, manufacturing planning, logistics planning, analytical IT management, global e-biz modeling, performance benchmarking etc. Primarily intended to address the typical and general syllabus requirements of postgraduate

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