



Strategic Supply Chain Management

Carlos Cordón, Kim Sundtoft Hald, Ralf W. Seifert

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The supply chain is at the heart of every successful business organization's decision-making process. This textbook explains how to create a winning supply chain management strategy by spotlighting how senior executives in European and US companies have turned their supply chains into strategic weapons designed to convert threats, risks and outside pressures into competitive advantages.

Strategic Supply Chain Management contains twenty real-world cases, all of which have been field researched by a top author team and tested out in the classroom. Each case adopts an executive leadership perspective to illuminate the real dilemmas faced by managers. The authors draw on their extensive classroom and industry experience to ensure that the writing style is geared towards an executive education readership.

This elite case package will provide a complete teaching resource and authentic learning experience for MBA and executive education classes in Supply Chain Management throughout the world.

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