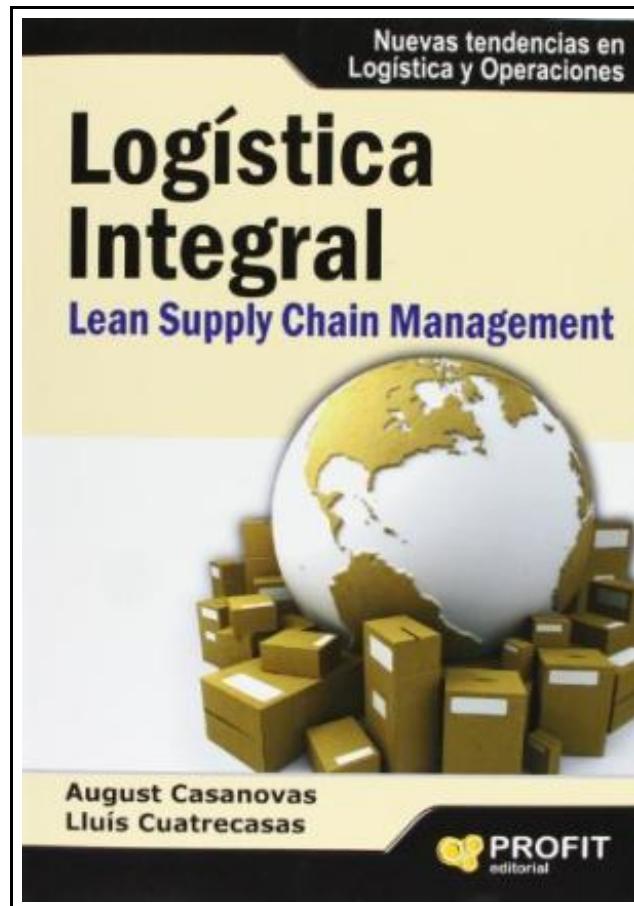


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Bresca Editorial. Encuadernación de tapa blanda. Book Condition: Nuevo. La Supply Chain Management (Logística Integral) es una función estratégica de carácter horizontal que engloba todas las operaciones de la cadena de suministro entre clientes y proveedores. Entre los principales temas que se desarrollan en este libro cabe destacar: Logística Integral: Conceptos y Evolución; El mercado: Ciclo de vida e importancia de la Toma de Decisiones; Estrategia de Operaciones: Toma de Decisiones; Evolución de la Logística Integral al Lean Supply Chain Management; Lean Supply Chain Management. - La Supply Chain Management da respuesta de una forma integrada a la diferencia competitiva de las empresas. - Aporta ejemplos reales de grandes empresas como Toyota. - Explica la constante evolución de la logística integral. - Los autores tienen un gran prestigio a nivel internacional en el area logística y de operaciones.

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