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Management: Strategy, Planning, and  
Operation, 5/e Authors: Sunil Chopra,  
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Supply Chain Management. : Sunil  
Chopra, Peter Meindl. Pearson

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Prentice Hall, 2007 - Business &  
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of supply chain assets and the  
coordination of supply chain flows to  
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Chain Information is a key driver that can be used to provide higher responsiveness while simultaneously improving efficiency Supply Chain Management: Strategy, Planning, and Operation, 5/e Authors: Sunil Chopra, Peter Meindl and D. V. Kalra

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Supply Chain Management: Strategy,  
Planning and Operations. Chopra S.,  
Meindl P. Pearson, 2008. – 552 p. –  
3rd ed – ISBN: 0132086085,  
9780132086080As Sunil Chopra and  
Peter Meindl explain in their Preface,  
the purpose of their book is to help

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those who read it to "develop an understanding of the following key areas and their interrelationships: the strategic role of a supply chain, the key strategic drivers of supply chain performance, and [the] analytical methodologies for supply ...

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and [the] analytical methodologies for  
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