



Supply Chain Management (gestión de la cadena de suministro) (Spanish Edition)

By Jorge Chávez, Rodolfo Torres-Rabello

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Peter Drucker alcanzó a advertir la importancia de este tema, cuando afirmó que se necesitaba una redefinición del alcance del management, usualmente constreñido a una sola organización. La gestión, dijo, debe abarcar la cadena económica completa. Hoy hablamos de Supply Chain Management. Aquí están los conceptos, la historia, las buenas prácticas y las macro tendencias.

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