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As Sunil Chopra and Peter Meindl justify in their Preface, the aim of their book is to assist people who scan it to "develop Associate in Nursing understanding of the subsequent key areas and their interrelationships: the strategic role of a offer chain, the key strategic drivers of offer chain performance, and [the] analytical methodologies for offer chain analysis."

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Introduction to Operations and Supply Chain Management

Supply Chain Management illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. This text also provides strong coverage of analytic skills so students can gauge the effectiveness of the techniques described in the text.

Chopra & Meindl, Supply Chain Management | Pearson

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SUNIL CHOPRA ABOUT THE AUTHORS ~ Sunil Chopra is the IBM Distinguished Professor of Operations Management and Information Systems at the Kellogg School of Management.

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Supply chain management: strategy, planning, and operation | Sunil Chopra. supply chain management chopra and meindl Peter Meindl is a Finance and Economics PhD candidate in Stanford. Supply chain management: Strategy, planning operations, by Chopra.

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