

OCADO

DAVID WHITELEY

📖 **Driving at Work 2008: Special Report (Hard Copy)**,

📖 **MANAGING GLOBAL SUPPLY CHAINS** Ron Basu, 2016-12-01 Starting from the concept that there is no point driving a Ferrari in a traffic jam, Basu and Wright demonstrate the importance of good supply chain management in Managing Global Supply Chains. Building on the successful Total Supply Chain Management and incorporating the new challenges of globalisation, this book demonstrates the practical tools and techniques that add value, deliver cost reduction and improve customer satisfaction. This new edition has been substantially revised and extended to include a holistic approach, incorporating the upstream suppliers and the downstream customers. Further updates to this edition include: New chapters on e-business, emerging markets, sustainability and green issues, global supply chains for services and event management, retail management and major project management A section of brand new case studies A new companion website to support lecturers with their teaching This book also provides comprehensive insight into lean and agile supply chains supported by tools, techniques and case examples. Managing Global Supply Chains is a practical text with excellent coverage and is ideal for post-experience business students or learning professionals in supply chain management.

📖 **Amazon** Natalie Berg, Miya Knights, 2019-01-03 What is the secret to Amazon's success? What does the ecommerce giant have in store for the future? Explore the disruptive new retail strategies of the world's most relentless retailer and gain valuable lessons that can be applied to any business in the ecommerce sector, with original insight from the company as it continues to revolutionize itself even further. The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure they survive. The rise of online shopping, and its primary player, Amazon, is at the heart of these changes and opportunities. Amazon's relentless dissatisfaction with the status quo is what makes it such an extraordinary retailer. This book explores whether Amazon has what it takes to become a credible grocery retailer, and as it transitions to bricks and mortar retailing, investigates whether Amazon's stores can be as compelling as its online offering. Exploring the ecommerce giant's strategies, Amazon offers unique insight into how innovations such as voice technology, checkout-free stores and its Prime ecosystem, will fundamentally change the way consumers shop. Written by industry leading retail analysts who have spent decades providing research-based analysis and opinion on retail strategy and enterprise technology use in retail, Amazon analyzes the impact these initiatives will have on the wider retail sector and the lessons that can be learned from its unprecedented rise to dominance - as stores of the future become less about transactions and more about experiences.

📖 **Risk Management in Crisis** Piotr Jedynak, Sylwia Błak, 2021-08-19 Risk management is a domain of management which comes to the fore in crisis. This book looks at risk management under crisis conditions in the COVID-19 pandemic context. The book synthesizes existing concepts, strategies, approaches and methods of risk management and provides the results of empirical research on risk and risk management during the COVID-19 pandemic. The research outcome was based on the authors' study on 42 enterprises of different sizes in various sectors, and these firms have either been negatively affected by COVID-19 or have thrived successfully under the new conditions of conducting business activities. The analysis looks at both the impact of the COVID-19 pandemic on the selected enterprises and the risk management measures these enterprises had taken in response to the emerging global trends. The book puts together key factors which could have determined the enterprises' failures and successes. The final part of the book reflects on how firms can build resilience in challenging times and suggests a model for business resilience. The comparative analysis will provide useful insights into key strategic approaches of risk management. The Open Access version of this book, available at <http://www.taylorfrancis.com/books/oa-mono/10.4324/9781003131366/> has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

📖 **An Introduction to Information Systems** David Whiteley, 2017-09-16 A clear, student-friendly and engaging introduction to how information technology is used in business. Featuring several case studies, video interviews, thorough pedagogy and completely up-to-date chapters, this textbook will be a core resource for undergraduate students of Business Information Systems, a compulsory module in business degrees.

📖 **Marketing** Rosalind Masterson, Nichola Phillips, David Pickton, 2021-01-13 This easy to use resource opens windows to the world of marketing through cases that are vibrant and engaged, links that allow you to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn, the 5th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition has been fully updated to include: New case studies and examples, offering truly global perspectives. Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation and cutting-edge theory. A new and fully streamlined companion website, featuring a range of resources for students and lecturers. Focus boxes throughout the text such as Global, Research, B2B and Ethical - all with a greater emphasis on digital communication - reinforce key marketing trends and relate theory to practice. Each chapter also ends with a case study revolving around topics, issues and companies that students can relate to. The new edition comes packed with features that can be used in class or for self-directed study.

📖 **Competing in the Age of AI** Marco Iansiti, Karim R. Lakhani, 2020-01-07 A provocative new book — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how collisions between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

📖 **Meringue Girls** Alex Hoffer, Stacey O'Gorman, 2015-07-30 Feast your eyes upon unusual edible gifts, cool confectionary and delicious things in all colours of the rainbow in recipes that burst with flavour and are totally on trend. Get your glitter out and get inspired. Think Raspberry & Lemon Layer Cake decorated with splattered buttercream and Persian fairy floss. Flavoured honeycombs from hazelnut & coffee to rhubarb & rose. 'CRACK' BR&L Pie tart with homemade vanilla bean paste. COYO, mango and raspberry rockets and the Mother of all carrot cakes. This book is EVERYTHING SWEET - Meringue Girls-style. Chapters include Gifts, Gifts, Gifts; Cakes & Dreams; Ain't No Party Like An MG Party; Save Room for Dessert; Just Add Glitter and Back to Basics.

📖 **Contemporary Operations and Logistics** Peter Wells, 2019-04-23 This edited collection collates the most up-to-date and important research within the area of operations and logistics management. Boasting the combined expertise of one of the largest logistics and operations management academic teams in Europe, it provides both depth and diversity in a balanced portfolio. The first two sections are concerned with key contemporary issues in the subject area, providing a current and up-to-date overview of the field. Section three presents a selection of important cross-cutting themes that impinge upon and inform teaching, research and practice, while the final section includes a celebration of research highlights and showcases cutting-edge applications from leaders in the field. Invaluable to students, researchers and academics alike, this book is compulsory reading for those active within operations and logistics research.

📖 **The Dividend Investor** Rodney Hobson, 2012-03-31 Helps you build a balanced share portfolio that provides dividend income, whether you're just starting out or ready to retire. This book covers such topics as: Ratios; Yield; Dividend cover; Dividend payout ratio; Total return; Cash flow; Burn rate; Gearing; Interest cover; Earnings per share; and, Price/earnings ratio.

📖 **Food City** CJ Lim, 2014-04-16 In Food City, a companion piece to Smartcities and Eco-Warriors, innovative architect and urban designer CJ Lim explores the issue of urban transformation and how the creation, storage and distribution of food has been and can again become a construct for the practice of everyday life. Food City investigates the reinstatement of food at the core of national and local governance -- how it can be a driver to restructure employment, education, transport, tax, health, culture, communities, and the justice system, re-evaluating how the city functions as a spatial and political entity. Global in scope, Food City first addresses the frameworks of over 25 international cities through the medium of food and how the city is governed. It then provides a case study through drawings, models, and text, exploring how a secondary infrastructure could function as a living environmental and food system operating as a sustainable stratum over the city of London. This case study raises serious questions about the priorities of our governing bodies, using architectural relationships to reframe the spaces of food consumption and production, analyzed through historical precedent, function and form. This study of the integration of food, architecture, and the development of future cities will both inspire and stimulate professionals and students in the fields of urban design and architecture.

📖 **Essentials of Operations Management** Nigel Slack, 2018 Based on the market-leading Operations Management text, this is the ideal book for those wanting a more concise introduction to the subject, focusing on essential core topics, without compromising on the authoritative, clear and highly practical approach that has become the trademark of the authors. Revised and updated to reflect the ever-changing world of operations management, the book is rooted in real-life practice with a wealth of examples and case studies from different sectors and industries around the world. MyLab Operations Management not included. Students, if MyLab Operations Management is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab Operations Management should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information.

📖 **Radically Human** Paul Daugherty, H. James Wilson, 2022-04-26 Technology advances are making tech more . . . human. This changes everything you thought you

KNEW ABOUT INNOVATION AND STRATEGY. IN THEIR GROUNDBREAKING BOOK, HUMAN + MACHINE, ACCENTURE TECHNOLOGY LEADERS PAUL R. DAUGHERTY AND H. JAMES WILSON SHOWED HOW LEADING ORGANIZATIONS USE THE POWER OF HUMAN-MACHINE COLLABORATION TO TRANSFORM THEIR PROCESSES AND THEIR BOTTOM LINES. NOW, AS NEW AI POWERED TECHNOLOGIES LIKE THE METAVERSE, NATURAL LANGUAGE PROCESSING, AND DIGITAL TWINS BEGIN TO RAPIDLY IMPACT BOTH LIFE AND WORK, THOSE COMPANIES AND OTHER PIONEERS ACROSS INDUSTRIES ARE TIPPING THE BALANCE EVEN MORE STRIKINGLY TOWARD THE HUMAN SIDE WITH TECHNOLOGY-LED STRATEGY THAT IS RESHAPING THE VERY NATURE OF INNOVATION. IN RADICALLY HUMAN, DAUGHERTY AND WILSON SHOW THIS PROFOUND SHIFT, FAST-FORWARDED BY THE PANDEMIC, TOWARD MORE HUMAN—AND MORE HUMANE—TECHNOLOGY. ARTIFICIAL INTELLIGENCE IS BECOMING LESS ARTIFICIAL AND MORE INTELLIGENT. INSTEAD OF DATA-HUNGRY APPROACHES TO AI, INNOVATORS ARE PURSUING DATA-EFFICIENT APPROACHES THAT ENABLE MACHINES TO LEARN AS HUMANS DO. INSTEAD OF REPLACING WORKERS WITH MACHINES, THEY’RE UNLEASHING HUMAN EXPERTISE TO CREATE HUMAN-CENTERED AI. IN PLACE OF LUMBERING LEGACY IT SYSTEMS, THEY’RE BUILDING CLOUD-FIRST IT ARCHITECTURES ABLE TO CONTINUOUSLY ADAPT TO A WORLD OF BILLIONS OF CONNECTED DEVICES. AND THEY’RE PURSUING STRATEGIES THAT WILL TAKE THEIR PLACE ALONGSIDE CLASSIC, WINNING BUSINESS FORMULAS LIKE DISRUPTIVE INNOVATION. THESE AGAINST-THE-GRAIN APPROACHES TO THE BASIC BUILDING BLOCKS OF BUSINESS—INTELLIGENCE, DATA, EXPERTISE, ARCHITECTURE, AND STRATEGY (IDEAS)—ARE TRANSFORMING COMPETITION. INDUSTRIAL GIANTS AND STARTUPS ALIKE ARE DRAWING ON THIS RADICALLY HUMAN IDEAS FRAMEWORK TO CREATE NEW BUSINESS MODELS, OPTIMIZE POST-PANDEMIC APPROACHES TO WORK AND TALENT, REBUILD TRUST WITH THEIR STAKEHOLDERS, AND SHOW THE WAY TOWARD A SUSTAINABLE FUTURE. WITH COMPELLING INSIGHTS AND FRESH EXAMPLES FROM A VARIETY OF INDUSTRIES, RADICALLY HUMAN WILL FOREVER CHANGE THE WAY YOU THINK ABOUT, PRACTICE, AND WIN WITH INNOVATION.

📖 **THE HAPPY BALANCE** MEGAN HALLETT,NICOLE JARDIM,2019-05-28 THE ANSWER TO BETTER BALANCE, HEALTH AND VITALITY IS IN YOUR HANDS: WITH A FEW SIMPLE STEPS DISCOVER IMPROVED ENERGY LEVELS, BETTER SLEEP, HEALTHY WEIGHT, CLEAR SKIN AND MORE! THE HUMAN BODY IS COMPLEX – IT IS A DELICATE BALANCE OF SYSTEMS WORKING TOGETHER TO KEEP US AT OPTIMAL HEALTH. AND WE ARE DISRUPTING IT. INSTEAD OF WORKING WITH OUR BODIES, WE ARE CONSTANTLY STRESSING THEM, WITH TOXINS AND POLLUTANTS, WITH UNHEALTHY LIFESTYLES AND HIGH STRESS LEVELS, WITH NUTRITION-POOR DIETS AND SEDENTARY LIFESTYLES. WE HAVE BECOME HOPELESSLY OUT OF SYNC WITH OUR NATURAL RHYTHMS. BY FOLLOWING A SIMPLE NUTRITIONAL PLAN AND EASY LIFESTYLE PRINCIPLES, WE CAN BRING OUR BODIES BACK IN TUNE AND REAP THE REWARDS OF UNINTERRUPTED MOTHER NATURE. SUMPTUOUS VEGAN RECIPES RANGING FROM CHERRY CACAO TEFF PANCAKES, BEETROOT AND CARROT BURGERS AND HEALING SHIITAKE MUSHROOM MISO SOUP, TO YELLOW AYURVEDIC DAHL, DELICATA SQUASH AND BLACK RICE SALAD AND SALTED MACA CARAMEL NOURISH BALLS HELP BALANCE OUR BODIES AND IMPROVE OUR NUTRITIONAL HEALTH. WITH EXPERT ADVICE, LIFESTYLE TIPS, AND DELICIOUS PLANT-BASED RECIPES, LET THE HAPPY BALANCE BE YOUR TRUSTED GUIDE TO A VITAL AND ENERGIZED LIFE. PUT YOU BACK IN CONTROL OF YOU.

📖 **EBOOK: ECONOMICS FOR BUSINESS** DAVID BEGG,DAMIAN WARD,2016-03-16 ECONOMICS FOR BUSINESS 5TH EDITION IS AN ESSENTIAL INTRODUCTION TO ECONOMICS TAILOR-MADE FOR BUSINESS STUDENTS. ECONOMIC PRINCIPLES ARE CLEARLY EXPLAINED WITHIN THE CONTEXT OF MODERN BUSINESS, DRAWING ON A WEALTH OF CONTEMPORARY EXAMPLES THAT BRING THE TOPICS TO LIFE.

📖 **THE 30 DAY MBA IN MARKETING** COLIN BARROW,2023-05-03 DISCOVER THE TEACHINGS AND INSIGHTS FROM THE WORLD’S LEADING MARKETING COURSES WITH THE 30 DAY MBA IN MARKETING. FROM ADVERTISING AND PROMOTION TO BUYER BEHAVIOUR AND BUDGETS, THIS COMPREHENSIVE BOOK INCLUDES ALL OF THE MODULES YOU WOULD FIND AT A TOP BUSINESS SCHOOL, ALLOWING YOU TO FILL THE GAPS IN YOUR KNOWLEDGE AND DEVELOP YOUR CREATIVE, ANALYTICAL AND DECISION-MAKING SKILLS. IT ALSO FEATURES AN ARRAY OF FASCINATING CASE STUDIES FROM SOME OF THE WORLD’S MOST SUCCESSFUL BUSINESSES, CLARIFYING HOW THESE SKILLS DRIVE SUCCESS. WITH ITS COMPREHENSIVE INSIGHTS AND ACCESSIBLE GUIDANCE, THE 30 DAY MBA IN MARKETING IS ESSENTIAL READING WHETHER YOU ARE A PROFESSIONAL LOOKING TO ACCELERATE YOUR CAREER OR A STUDENT INTERESTED IN EXPANDING YOUR KNOWLEDGE. ABOUT THE 30 DAY MBA SERIES... MBAs ARE EXPENSIVE, DEMANDING AND TIME-CONSUMING. COVERING MARKETING, FINANCE AND INTERNATIONAL BUSINESS, THIS INTERNATIONALLY BESTSELLING SERIES OFFERS YOU THE SAME WORLD-CLASS INSIGHTS AND GUIDANCE WITHOUT THE COSTLY INVESTMENT.

📖 **THE RISE OF E-COMMERCE** JAMES ROPER,2023-09-30 THE AMAZING AND AUTHORITATIVE STORY OF E-RETAIL: ITS ORIGINS, EVOLUTION AND ASTONISHING ASCENDANCE. MEET THE PIONEERS AND BUSINESSES THAT EXPLORED THE POSSIBILITIES OF THE EMERGING VIRTUAL WORLD, REVIEW THE TECHNOLOGY INNOVATIONS THAT PAVED THE WAY, AND JOURNEY THE ROCKY ROAD TO DOMINATION FOR THE ONLINE SHOPPING INDUSTRY. AS THE FOUNDER OF THE UK’S INDUSTRY ASSOCIATION FOR E-COMMERCE (IMRG), AUTHOR JAMES ROPER WAS THERE FROM ITS INCEPTION... ‘AN IMPORTANT AND WELL-TIMED BOOK ABOUT HOW THE HUMDRUM BUSINESS OF SHOPPING WAS REINVENTED ONLINE. JAMES ROPER IS A PERSUASIVE ADVOCATE FOR THE ROLE OF COLLABORATION IN INNOVATION, WHO WAS INSTRUMENTAL IN JUMPSTARTING THE E- RETAIL INDUSTRY BY METHODICALLY TACKLING EVERY OBSTACLE THAT BLOCKED ITS EARLY PROGRESS... IN THIS BOOK, ROPER OFFERS A FASCINATING GLIMPSE AT HOW A MOTLEY ASSEMBLAGE OF INVENTIONS EVOLVED, OFTEN IN SURPRISING WAYS, INTO TODAY’S STAGGERINGLY POWERFUL E-RETAIL INDUSTRY. STUFFED WITH EYE-OPENING FACTS AND STATISTICS THE RISE OF E-COMMERCE IS AN ESSENTIAL READ FOR ANYONE WHO IS INTERESTED IN THE EVOLUTION OF MODERN RETAILING.’ NICK ROBERTSON, Co-FOUNDER AND Ex-CEO, ASOS

📖 **DIGITAL TRANSFORMATION** LYNDA J. ROTH,2020-12-16 DIGITAL TECHNOLOGIES ARE IMPACTING SOCIETY IN THE 21ST CENTURY THE SAME WAY THE INDUSTRIAL TECHNOLOGIES IMPACTED SOCIETY IN THE 20TH CENTURY. THEY ARE DRAMATICALLY CHANGING CONSUMER BEHAVIOR AND EXPECTATIONS WHICH IS RESULTING IN TRADITIONAL INDUSTRIES BEING DISRUPTED, TRADITIONAL BUSINESSES BEING DISPLACED AND NEW INDUSTRIES BEING CREATED. EXECUTIVES OF TRADITIONAL COMPANIES MUST TRANSFORM THEIR BUSINESS MODELS TO SURVIVE IN THE DIGITAL ECONOMY. IN THIS BOOK AUTHOR LYNDA J ROTH - DESCRIBES HOW TECHNOLOGY HAS BEEN TRANSFORMING SOCIETY OVER THE PAST 200 YEARS AND WHY THE CURRENT DIGITAL TECHNOLOGIES ARE SO DISRUPTIVE - EXPLAINS THE DIGITAL TECHNOLOGIES THAT ARE FUELING THE DIGITAL ECONOMY WITH STORIES OF SUCCESSFUL BUSINESS APPLICATIONS - DESCRIBES THE 7 KEY MISTAKES BUSINESS EXECUTIVES ARE MAKING IN THEIR DIGITAL TRANSFORMATION - DETAILS THE 5 KEY STEPS TO A SUCCESSFUL TRANSFORMATION FROM A TRADITIONAL 20TH CENTURY BUSINESS TO A THRIVING 21ST CENTURY DIGITAL BUSINESS.

📖 **TECHNOLOGY AND INNOVATION FOR MARKETING** ELEONORA PANTANO,CLARA BASSANO,CONSTANTINOS-VASILIOS PRIPORAS,2018-08-28 MARKETERS HAVE RECENTLY WITNESSED AN EXPLOSION OF TECHNOLOGY-BASED INNOVATION THAT HAS PROFOUNDLY AFFECTED THEIR MANAGEMENT AND STRATEGY. THIS TECHNOLOGY CAN BE A GIFT – ENABLING THEM TO GET CLOSER TO THEIR CUSTOMERS AND THEIR NEEDS – OR A POISONED CHALICE, SHOULD THEY FAIL TO KEEP UP WITH TECHNOLOGY INNOVATION AND FIND THEMSELVES, OR THEIR PRODUCTS, IRRELEVANT. IN THIS BOOK, ELEONORA PANTANO, CLARA BASSANO AND CONSTANTINOS-VASILIOS PRIPORAS DESCRIBE THIS PHENOMENON AS THE ‘CONSUMER PULL VS TECHNOLOGY PUSH’ THAT FORCES MARKETING STRATEGISTS TO INNOVATE TO SURVIVE AND THRIVE. IT IS A GUIDE TO THE EMERGING APPROACHES TO MARKETING PROMPTED BY THE IMPACT OF INNOVATION AND TECHNOLOGY, IN ORDER TO HELP STUDENTS, SCHOLARS AND PRACTITIONERS WORK INNOVATION AND CHANGE TO THEIR BEST ADVANTAGE. INCLUDING A WEALTH OF EMPIRICAL AND THEORETICAL CONTRIBUTIONS, MODELS, APPROACHES METHODS, TOOLS AND CASE STUDIES, THIS BOOK IS ESSENTIAL READING FOR MARKETING STRATEGY, DIGITAL MARKETING, AND INNOVATION STUDENTS, AS WELL AS MARKETING PRACTITIONERS.

📖 **THE LEAN SUPPLY CHAIN** BARRY EVANS,ROBERT MASON,2018-12-03 WINNER: LES PLUMES DES ACHATS 2016 - PRIX DES ASSOCIATIONS (1ST EDITION) OVER THE LAST TWO DECADES TESCO HAS EMERGED AS A DOMINANT PLAYER IN THE UK MARKET AND A LEADING GLOBAL RETAILER. THE LEAN SUPPLY CHAIN EXPLORES HOW TESCO, OVER THE LAST 20 YEARS OR SO, HAS BUILT ITS BUSINESS AROUND SUPPLY CHAIN EXCELLENCE. AS A MEGA-RETAILER, TESCO HAS LEARNT TO CREATE A BALANCED SUPPLY CHAIN SYSTEM, SUPPORTING SUPPLIERS’ NEEDS AS WELL AS CUSTOMERS’ REQUIREMENTS. THIS PERSPECTIVE, AND AN AMBITION TO ACT SUSTAINABLY, HAS UNDERPINNED A REBUILDING OF TRUST IN THE TESCO BRAND AND A RESURGENCE IN COMMERCIAL FORTUNES. THIS FULLY UPDATED EDITION OF THE LEAN SUPPLY CHAIN CONTAINS NEW CHAPTERS ON TESCO’S CURRENT STRATEGY, REBUILDING BRAND TRUST AND ITS CSR AGENDA. IT CHARTS THE PRINCIPLES OF LEAN THINKING, CUSTOMER LOYALTY AND SIMPLICITY WHICH WERE USED BY TESCO TO FRAME ITS SUPPLY CHAIN STRATEGY AND DRAWS UPON THE AUTHORS’ DEEP KNOWLEDGE OF HOW THE RETAILER HAS DEALT WITH CHALLENGES AND MARKET CHANGES TO PROVIDE LESSONS FOR OTHER BUSINESSES, LARGE OR SMALL, WHO WISH TO PLACE HOW THEY MANAGE THEIR SUPPLY CHAINS AT THE HEART OF THEIR COMPETITIVE STRATEGY.

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