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About the authors
Competitive Supply
Chains uniquely
focuses on European
and Asian companies,
which have found
innovative ways of
orchestrating effective
systems. This new
edition builds upon the
ideas explored by the
author in Competitive
Supply Chains (2007),
featuring new content

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and analysis. Table of contents (9 chapters)

Competitive Supply Chains - A Value-Based Management Perspective

...

Enver Yücesan is the author of Competitive Supply Chains (3.67 avg rating, 3 ratings, 0 reviews, published 2007), Supply Chain Management (0.0 avg rating...

Enver Yücesan
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**(Author of
Competitive
Supply Chain
Value Based
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This book emphasizes three key messages: Value: While the traditional approaches to supply chain management have favoured cost minimalization, the authors believe that SCM is a value enabler with strategic decisions in supply chain design leading to value creation and tactical

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decisions in supply
chain coordination
leading to value
capture. Alignment:
While trust-based
collaborative practices
...

**Competitive Supply
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Yücesan's main teaching and research activities focus on tactical operational problems such as process analysis, manufacturing planning and control, integrated logistics, supply chain management, and performance assessment in manufacturing as well as service environments.

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**Competitive Supply
Chains (English,
Hardcover, Yucesan**

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Pris: 809 kr. Inbunden,
2007. Skickas inom
11-20 vardagar. Köp
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Professor Yücesan has
been actively involved
in numerous supply
chain rationalisation
efforts in the
automotive, white

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goods, electronics, petrochemical, agri-business, and health care industries as well as in service initiatives. He is currently serving as the Chair of the Technology and Operations Management Department at INSEAD and as the Chairman of the EMBA Committee.

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INSEAD Knowledge

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Professor of Operations
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planning and control,
integrated logistics,
supply chain
management and
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assessment in
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as service

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ENVER YÜCESAN is
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manufacturing,
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He has also been
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rationalization efforts
in the automotive,
white goods,
electronics,

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...
Measuring the value of
the supply chain :
linking financial
decisions and supply
chain decisions.

Ashgate. Book. ...
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Chains. Palgrave
MacMillan. Book. James
Ayers (ed). ... The retail
value chain : how to
gain competitive
advantage through
efficient consumer
response (ECR)
strategies.

Summary of 18BSC180 - Retailing Logistics

Accurate Response in
Agricultural Supply
Chains. Prithveesha
Govinda Bhaskara,

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Cerag Pince and Enver Yucesan . Supply Chain Responsiveness and International Supply Chain Performance: The Role of Strategic Orientations and Strategic Collaboration. Shahin Assadinia, Ismail Gölgeci, Vita Kadile and David M Gligor

Conference Program
| globalmarketing

It is written by Cynthia Laumuno, Enver

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Yucesan and deals with topics in areas such as Leadership & Managing People Operations management SWOT Analysis stands for - Strengths, Weaknesses, Opportunities, and Threats that Lean Fci encounters both internally and in macro environment that it operates in. Strengths and Weaknesses are often ...

**MBA SWOT : Lean
Manufacturing at FCI
(B): Deploying Lean**

...

The cases (A) & (B) describe the evolution of HP supply chain for its PC business in Europe between years 1992 and 1999 and the different initiatives: build-to-order, vendor-managed inventory, supply hubs, top value, channel assembly program, etc. What should be the next step

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in this highly
competitive
environment? Case (C)
deals with HP strategy
of outsourcing
production to SCI, a
contract ...

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