



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

Jorge Chávez, Rodolfo Torres-Rabello

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El futuro ya está aquí. En el siglo xxi la competencia está ocurriendo entre cadenas (supply chains) y redes (networks). Este libro contiene los conceptos fundamentales de la gestión de Cadenas de Suministro o de Abastecimiento (Supply Chain Management), con un acercamiento riguroso pero en lenguaje sencillo. Contiene además un conjunto de buenas prácticas observadas en compañías de clase mundial. Incluye un modelo original para manejar la complejidad que proviene tanto del lado de la demanda como de la oferta.

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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Diana Ham:

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