



# Guide to Supply Chain Management: How Getting it Right Boosts Corporate Performance (Economist Books)

*David Jacoby*

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Getting the supply chain right can make the difference between a market leader and an also-ran. Globalization, technology, and an increasingly competitive business environment have wrought huge changes in supply chain management—the art of sourcing components and delivering finished goods to the customer as cost effectively and efficiently as possible. Manufacturers must make certain that components are where they are needed on the production line and no longer. Retailers need to hone their logistical skills to ensure that the supply and stock management of their stores is optimal.



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