

Bowersox 2nd Edition

The Fifth Edition of Supply Chain Logistics Management presents Logistics in the context of integration within a firm's Supply Chain Strategy and Operations. The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two. Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part Three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance measurement, and concludes with the challenges of managing risk and achieving sustainability. An essential feature of the overall presentation is the integration of topical materials and examples into the Supply Chain Logistics value creation process. Text materials are supported by study and challenge questions as well as contemporary cases. The presentation integrates the discussion of information technology throughout. Illustrations and examples highlight how firms deal with operational challenges and use logistics performance to gain competitive advantage.

This book provides an insight of relevant case studies and updated practices in "Pharmaceutical Supply Chains" (PharmSC) while addressing the most relevant topics within the COST Action "Medicines Shortages" (CA15105). The volume focuses on the most recent developments in the design, planning and scheduling of PharmSC, broadening from the suppliers' selection to the impact on patients and healthcare systems, addressing uncertainty and risk mitigation, and computational issues. It is directed at MSc/PhD students and young researchers (Post-Docs) in Pharmaceutics/Pharmaceutical sciences, Engineering fields, Economics/Management, as well as pharmaceutical decision makers, managers, and practitioners, and advanced readers demanding a fresh approach to decision making for PharmSC. The contributed chapters are associated with the homonymous COST Training Schools (TS), and the book creates a better understanding of the Action "Medicines Shortages" challenges and opportunities.

Supply chain logistics management Tata McGraw-Hill Education Supply Chain Logistics Management McGraw-Hill Europe Blockchain and Supply Chain Management combines discussions of blockchain and supply chains, linking technologies such as artificial intelligence, Internet of Things, satellite imagery, and machine vision. The book examines blockchain's basic concepts, relevant theories, and its roles in meeting key supply chain objectives. The book addresses problems related to inefficiency, opacity, and fraud, helping the digitization process, simplifying the value creation process, and facilitating collaboration. The book is balanced between blockchain and supply chain application and theory, covering the latest technological, organizational and regulatory developments in blockchain from a supply chain perspective. The book discusses the opportunities, barriers, and enablers of blockchain in supply chain policy, along with legal and ethical implications. Supply chain management faces massive disruption with the dynamic changes in global trade, the impact of Covid-19, and technological innovation. Entire industries are also being transformed by blockchain, with some of the most promising applications in supply chain management. Provides theoretical and practical insights into both blockchain and supply chains Features numerous illustrative case studies, boxes, tables, and figures Examines blockchain's impacts on supply chains in four key industries: Food and beverage, healthcare, pharmaceuticals, and finance

Sustainable Logistics and Supply Chain Management is the essential guide to the principles and practices of sustainable logistics operations and the responsible management of the entire supply chain. Based on extensive research by experts in the field, this comprehensive book covers the whole scope of sustainable logistics. The book provides carefully reviewed research-led applications and case studies that have been especially developed for this revised edition with particular attention for use in a teaching context. The mini case studies are highly topical, relating the theoretical concepts to practice and what is actually happening 'on the ground'. Examining the subject in an integrated manner, this book examines all the key areas in sustainable logistics and supply chain management, including: sustainable product design and packaging; sustainable purchasing and procurement; cleaner production; environmental impact of freight transport; sustainable warehousing and storage; sustainable supply management; reverse logistics and recycling; supply chain management strategy, and much more. The book provides an excellent insight into the topic that will help managers, students, and scholars grasp the fundamentals of green supply and logistics management. This revised edition of Sustainable Logistics and Supply Chain Management includes valuable supporting online materials, including PPT presentations, chapter summaries, learning objectives, tips for teaching and in class activities.

This work tests the relationship between international sporting events and human rights. It finds that hosts are sensitive to the increased attention their position brings and are more likely to then behave themselves.

Managing Operations Across the Supply Chain is the first book to offer a global, supply chain perspective of operations management – a treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the future. It reflects three key shifts in operations management: 1. From a focus on the internal system to a focus on the supply chain 2. From a local focus to a global focus 3. From an emphasis on tools and techniques to an emphasis on systems, people, and processes

A practical, global-centric view of how to make the worldwide supply chain safer, more resilient, and efficient. * Comprises 24 chapters combining original, cutting-edge research and insight * Includes the work of 35 expert contributors, representing 18 countries * Presents 40 photos and illustrations depicting supply chain threats and security measures * Offers a comprehensive index

Strategic Logistics Management approaches the topic from a managerial perspective. Each chapter introduces basic logistics concepts in a format that is useful for management decision making.

You don't have to outrun the bear ... you just have to outrun the other guy. Often in business we only have to run a bit faster than our competitors to be successful. The same is true in risk management. While we would always like to anticipate and prevent risk from happening, when risk events do occur being faster, flexible, and more responsive than others can make a world of difference. Supply Chain Risk Management: An Emerging Discipline gives you the tools and expertise to do just that. While the focus of the book is on how you can react better and faster than the others, the text also helps you understand how to prevent certain risks from happening in the first place. The authors detail a risk management framework that helps you reduce the costs associated with risk, protect your brand and reputation, ensure positive financial outcomes, and develop visible, predictable, resilient, and sustainable supply chains. They provide access to a cloud-based, end-to-end supply chain risk assessment "Heat Map" that illustrates the maturity of the chain through the various stages. It should not come as a surprise to anyone that the world is a riskier

place than it was just 15 years ago. A survey used to calculate the Allianz Risk Barometer recently concluded for the first time that supply chain risk is now the top concern of global insurance providers. For most organizations this new reality requires major adjustments, some of which will not be easy. This book helps you understand the emerging discipline called supply chain risk management. It explains the relevant concepts, supplies a wide variety of tools and approaches to help your organization stay ahead of its competitors, and takes a look at future directions in risk management—all in a clear, concise presentation that gives you practical advice and helps you develop actionable strategies.

Supply Chain Management, 7e introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all the key drivers of supply chain performance. High-Tech and High-Touch Logistics Solutions for Supply Chain Challenges In today's fast-paced and customer-oriented business environment, superior supply chain performance is a prerequisite to getting and staying competitive. Supply Chain Strategy is based on world-class logistics practices in place in successful supply chain organizations, the latest academic breakthroughs in logistics system design, and the logic of logistics. It presents the proven pillars of success in logistics and supply chain management. Part of McGraw-Hill's Logistics Management Library, Supply Chain Strategy is organized according to author Dr. Ed Frazelle's breakthrough logistics master planning methodology. The methodology leads to metrics, process designs, system designs, and organizational strategies for total supply chain management, total logistics management, customer response, inventory planning and management, supply, transportation, and warehousing. Concise yet complete, Dr. Frazelle's book shows how to develop a comprehensive logistics and supply chain strategy, one that will both complement and support a company's strategic objectives and long-term success. Logistics—the flow of material, information, and money between consumers and suppliers—has become a key boardroom topic. It is the subject of cover features in business publications from Wall Street Journal to BusinessWeek. Annual global logistics expenditures exceed \$3.5 trillion, nearly 20 percent of the world's GDP, making logistics perhaps the last frontier for major corporations to significantly increase shareholder and customer value. And at the heart of every effort to improve organizational logistics performance? Supply chain efficiency. Supply Chain Strategy is today's most comprehensive resource for up-to-the-minute thinking and practices on developing supply chain strategies that support a company's overall objectives. Covering world-class practices and systems, taken from the files of Coca-Cola, Wal-Mart, General Electric, and other companies, it covers essential supply chain subjects including: Logistics data mining for identifying the root cause of material and information flow problems, pinpointing opportunities for process improvements, and providing an objective basis for project-team decision making Inventory planning and management presenting metrics, processes, and systems for forecasting, demand planning, and inventory control, yielding lower inventory levels and improved customer service Logistics information systems and Web-based logistics helping to substitute information for inventory and work content Transportation and distribution for connecting sourcing locations with customers at the lowest cost by, among other things, leveraging private and third-party transportation systems Logistics organization development including the seven disciplines that link enterprises across the supply chain, as well as logistics activities within those enterprises Supply Chain Strategy explains and demonstrates how decision makers can use today's technology to enhance key logistics systems at every point in the supply chain, from the time an idea or product is conceived through its delivery to the final user. It describes the major steps in developing an effective, workable logistics management program one that will reduce operating expenses, minimize capital investment, and improve overall customer service and satisfaction.

The practical e-guide that gives you the skills to succeed as a project manager. Discover how to improve your project management skills by defining a project brief, identifying stakeholders, and building a strong team. You'll also learn useful tips for initiating projects, setting deadlines, and managing your budgets. Essential Managers gives you a practical "how-to" approach with step-by-step instructions, tips, checklists, and "ask yourself" features showing you how to focus your energy, manage change, and make an impact. DK's Essential Managers series contains the knowledge you need to be a more effective manager and hone your management style. Whether you're new to project management or simply looking to sharpen your existing skills, this is the e-guide for you.

Supply chain logistics management. Supply chain logistics operations. Supply chain logistics design. Supply chain logistics administration.

In this volume, progressive experts survey recent trends in qualitative study, which relies on small sample groups and interview data to better represent the context and complexity of social work practice. Chapters address different approaches to qualitative inquiry, applications to essential areas of research and practice, integration of qualitative and quantitative methods, and epistemological issues. This second edition brings even greater depth and relevance to social work qualitative research, including new material that tackles traditional research concerns, such as data quality, ethics, and epistemological stances, and updated techniques in data collection and analysis. To increase the usefulness for students and researchers, the editors have reorganized the text to present basic principles first and then their applications, and they have increased their focus on ethics, values, and theory. New and revised illustrative studies highlight more than ever the connection between effective research and improved social functioning among individuals and groups. The collection continues to feature scholars and practitioners who have shaped the social work research practice canon for more than twenty years, while also adding the innovative work of up-and-coming talent.

In a context of global competition, the optimization of logistics systems is inescapable. Logistics Systems: Design and Optimization falls within this perspective and presents twelve chapters that well illustrate the variety and the complexity of logistics activities. Each chapter is written by recognized researchers who have been commissioned to survey a specific topic or emerging area of logistics. The first chapter, by Riopel, Langevin, and Campbell, develops a framework for the entire book. It classifies logistics decisions and highlights the relevant linkages to logistics decisions. The intricacy of these linkages demonstrates how thoroughly the decisions are interrelated and underscores the complexity of managing logistics activities. Each of the chapters focus on quantitative methods for the design and optimization of logistics systems.

Capitalize on a Powerful, 10-Step Improvement Process to Identify and Solve Supply Chain Problems in Industrial Organizations! Six Sigma practitioners and industrial managers who want to improve supply chain effectiveness in their

organizations now have a powerful new weapon to add to their arsenal! Lean Six Sigma for Supply Chain Management offers a unique 10-step improvement process for identifying and solving the root causes of supply chain problems in everyday operations. Written by Master Black Belt James William Martin, this proven management tool combines key aspects of Lean Manufacturing (from the Toyota Production System) and Six Sigma management principles in order to create a Lean Six Sigma approach that can dramatically improve supply chain function. Lean Six Sigma for Supply Chain Management contains specific information for developing inventory models, metrics for aligning objectives with strategic goals, a concise overview of supply chain concepts, and models illustrating how lead time and demand impact customer service and inventory investment levels. This vital resource features: A complete program for Lean Six Sigma improvement and control The latest Lean Six Sigma methods to identify and manage supply chains Expert help with Lean Six Sigma supply chains and third party logistics Applications of Lean Six Sigma to MRPII Guidance on root-cause analysis using Six Sigma tools Designed to help Six Sigma professionals and frontline managers achieve higher levels of competitiveness, Lean Six Sigma for Supply Chain Management provides the guidelines, tools, and techniques required to eliminate supply chain problems and boost company performance.

This textbook presents global supply chain and operations management from a comprehensive perspective, combining value creation networks and interacting processes. It focuses on the operational roles in the networks and presents the quantitative and organizational methods needed to plan and control the material, information and financial flows in the supply chain. Each chapter of the book starts with an introductory case study. Numerous examples from various industries and services help to illustrate the key concepts. The book explains how to design operations and supply networks and how to incorporate suppliers and customers. As matching supply and demand is a core aspect of tactical planning, the book focuses on it before turning to the allocation of resources for fulfilling customer demands. Providing readers with a working knowledge of global supply chain and operations management, this textbook can be used in core, special and advanced classes. Therefore, the book targets a broad range of students and professionals involved with supply chain and operations management. Special focus is directed at bridging theory and practice.

Air Cargo Management provides a comprehensive and lively overview of the air cargo industry, which is both economically and strategically important in the field of logistics, world trade and supply chain management. This new edition builds on the success of the previous edition, focusing on the role of air freight in the global supply chain, including areas such as: the main players in the industry; regulations and restrictions; and terrorism management. Updates to this edition include: the role of E-Commerce and its changing influence on the industry; a new chapter on crime, security and terrorism; updated case studies, and new contributors providing professional insight from the industry. Enriched throughout with international case studies and contributions from industry experts, Air Cargo Management provides a practical approach. It is the perfect companion for undergraduate students studying air logistics, transportation logistics, air cargo and supply chain management. Professionals and managers in the field will also find Sales' easy style and industry insights useful and applicable to their practice.

Designed for students, young managers and seasoned practitioners alike, this handbook explains the nuts and bolts of the modern logistics and distribution world in plain language. Illustrated throughout, this second edition includes new chapters on areas previously not covered, such as: intermodal transport; benchmarking; environmental matters; and vehicle and depot security.

Stop Feeling Sick & Tired All the Time! Finally, there is an effective treatment that uses homeopathic medicines and natural supplements to treat both Fibromyalgia and Chronic Fatigue syndromes without drugs or special diets. In his life-changing book, Dr. Bowersox offers a recovery protocol that is based on extensive research and has proven successful in his daily medical practice. For many physicians, Fibromyalgia and Chronic Fatigue syndromes are mysterious and difficult to treat, which is why you may have been to multiple doctors and still don't feel better. Dr. Bowersox validates the physical causes of your symptoms and explains how his recovery protocol has been shown to resolve underlying body imbalances, thereby freeing you from the symptoms of Fibromyalgia and Chronic Fatigue syndromes. His proven recovery protocol: Uses NO drugs Requires NO special diets Has an average recovery time of less than four (4) months Is very cost effective

"The book presents a cutting-edge SCM framework and integrates it with basic principles of operations, management and marketing. Out of this integration of standard marketing principles and innovative relationship marketing thinking comes new marketing strategic typologies and paradigms that promote the understanding of relationship dynamics and equips the reader with tools for identifying and implementing these strategies."

A "how-to" guide for supply chain professionals who need accurate cost information for end-to-end processes With the increasing pace of globalization, supply chain professionals find that they have less and less margin for error in their decisions making. Competition is getting more intense, and, unfortunately, CFOs and accountants do not currently provide supply chain managers with the information required to make better decisions. Supply Chain Costing and Performance Management, 2nd Edition, will show you (and the executives you report to) how to understand and apply various enterprise and corporate performance management (EPM/CPM) methods related to costs and profit margins and performance measurements. This book is a "how-to" guide to assist supply chain managers and employee teams to obtain interenterprise cost information on supply chain processes. It provides techniques for obtaining accurate cost and performance information on the activities performed within your firm and on activities performed by trading partners. The techniques and approaches in this book were developed from supply chain costing practices implemented by leading-edge firms. You will learn how you can gain access to reasonably accurate costs and profit margins involved with suppliers, products, stock keeping units (SKUs), service-lines, channels, and customers. In addition, you will gain insight into the activity costs in end-to-end business processes, including the "drivers" for each type of cost. Learn how to access accurate cost and pricing information related to both your company and your trading partners Overcome siloed information by creating your own costing practices using proven methods drawn from leading firms Understand what drives activity costs for

each step in end-to-end business processes Assess the performance of your costing activities with step-by-step measurement guidelines Make better decisions and improve performance and profitability with clearer, more transparent cost and price data The information in this book will empower supply chain managers with the ability to make better decisions and improve their organizations' performance and profitability.

Exploring how to counteract the world's energy insecurity and environmental pollution, this volume covers the production methods, properties, storage, engine tests, system modification, transportation and distribution, economics, safety aspects, applications, and material compatibility of alternative fuels. The esteemed editor highlights the importance of moving toward alternative fuels and the problems and environmental impact of depending on petroleum products. Each self-contained chapter focuses on a particular fuel source, including vegetable oils, biodiesel, methanol, ethanol, dimethyl ether, liquefied petroleum gas, natural gas, hydrogen, electric, fuel cells, and fuel from nonfood crops.

Today, constellations of firms ally against each other--and the firm that stands alone, may fail alone. Now there's a start-to-finish guide to the opportunities facing extended enterprises. This book show why extended enterprises demand radically new buyer-supplier relationships, why traditional business structures inhibit alliances, and how to develop the competencies a company needs.

When work began on the first volume of this text in 1992, the science of distribution management was still very much a backwater of general management and academic thought. While most of the body of knowledge associated with calculating EOQs, fair-shares inventory deployment, productivity curves, and other operations management techniques had long been solidly established, new thinking about distribution management had taken a definite back-seat to the then dominant interest in Lean thinking, quality management, and business process reengineering and their impact on manufacturing and service organizations. For the most part, discussion relating to the distribution function centered on a fairly recent concept called Logistics Management. But, despite talk of how logistics could be used to integrate internal and external business functions and even be considered a source of competitive advantage on its own, most of the focus remained on how companies could utilize operations management techniques to optimize the traditional day-to-day shipping and receiving functions in order to achieve cost containment and customer fulfillment objectives. In the end, distribution management was, for the most part, still considered a dreary science, concerned with transportation rates and cost trade-offs. expediting and the tedious calculus Today, the science of distribution has become perhaps one of the most important and exciting disciplines in the management of business.

Papers presented at the conference held at Indian Institute of Technology, Madras in 2007.

An incredible, true-life adventure set on the most dangerous frontier of all—outer space In the nearly forty years since Neil Armstrong walked on the moon, space travel has come to be seen as a routine enterprise—at least until the shuttle Columbia disintegrated like the Challenger before it, reminding us, once again, that the dangers are all too real. Too Far from Home vividly captures the hazardous realities of space travel. Every time an astronaut makes the trip into space, he faces the possibility of death from the slightest mechanical error or instance of bad luck: a cracked O-ring, an errant piece of space junk, an oxygen leak . . . There are a myriad of frighteningly probable events that would result in an astronaut's death. In fact, twenty-one people who have attempted the journey have been killed. Yet for a special breed of individual, the call of space is worth the risk. Men such as U.S. astronauts Donald Pettit and Kenneth Bowersox, and Russian flight engineer Nikolai Budarin, who in November 2002 left on what was to be a routine fourteen-week mission maintaining the International Space Station. But then, on February 23, 2003, the Columbia exploded beneath them. Despite the numerous news reports examining the tragedy, the public remained largely unaware that three men remained orbiting the earth. With the launch program suspended indefinitely, these astronauts had suddenly lost their ride home. Too Far from Home chronicles the efforts of the beleaguered Mission Controls in Houston and Moscow as they work frantically against the clock to bring their men safely back to Earth, ultimately settling on a plan that felt, at best, like a long shot. Latched to the side of the space station was a Russian-built Soyuz TMA-1 capsule, whose technology dated from the late 1960s (in 1971 a malfunction in the Soyuz 11 capsule left three Russian astronauts dead.) Despite the inherent danger, the Soyuz became the only hope to return Bowersox, Budarin, and Pettit home. Chris Jones writes beautifully of the majesty and mystique of space travel, while reminding us all how perilous it is to soar beyond the sky.

With nearly all corporate disputes being resolved in settlements, drafting strong, enforceable settlement agreements is one of the most critical and challenging areas of corporate and commercial law practice today. Yet there has never been a single, comprehensive guide to the complex legal issues involved in negotiating, drafting and enforcing settlement agreements until Settlement Agreements in Commercial Disputes. Here, in two comprehensive volumes, including CD-Rom and forms, top experts offer insights gained from many years of litigation and dispute resolution experience to give you critical tools needed to prepare successful settlements: Sophisticated analysis of the law and its application Detailed planning of effective drafting techniques In-depth coverage of "hot issues," such as multi-party settlements and tax considerations Strategies for handling "special topics," such as tax and environmental concerns A time-saving library of model agreements on disk for a variety of disputes and jurisdictions Extensive case citations And much more Whether you are looking for the best way to handle a particularly troubling issue, or simply want to be sure you have anticipated every legal eventuality, Settlement Agreements in Commercial Disputes will give you the insights, information and guidance needed to prepare settlement agreements that meet your client's or company's objectives. Note: Online subscriptions are for three-month periods. Previous Edition: Settlement Agreements in Commercial Disputes: Negotiating, Drafting and Enforcement ISBN: 9780735514782

Mistaking her knotted hair for a nest, a large bird lays her eggs and sets into motion an unexpected turn of events as the princess is flown far away. Getting back home will require that she focus her stubborn streak in a new direction, and getting back to normal will require she truly see herself for what she has become.

It is almost impossible to conceive of the concept and practical application of supply chain management (SCM) without linking it to the enabling power of today's information technologies. Building upon the foundations of the first edition, Introduction to Supply Chain Management Technologies, Second Edition details the software toolsets and suites driving integration in the areas of customer management, manufacturing, procurement, warehousing, and logistics. By investigating the breakthroughs brought about by the emergence of new Internet-based technologies in information,

channel, customer, production, sourcing, and logistics management, the author provides new insights into the continuously emerging field of SCM. New in the Second Edition: New model of SCM Extended discussion of the concepts of lean, adaptive, and demand-driven supply chain technologies Customer experience management and social networking Fundamentals of computing and their enabling power Basics of today's ERP/supply chain business solutions Integrative software tools that allow for new levels of collaboration, flexibility, and performance The new edition expands on emerging technologies that have provided all forms of enterprises with the capability to continuously automate cost, redundancy, and variation out of the process; enhance information creation and visibility; and expand the peer-to-peer connectivity that allows people to network their tasks, ideas, and aspirations to produce a form of collective open-ended knowing, collaborating, and experiencing. The information presented builds an understanding of how today's technology-driven SCM provides new avenues to execute superlative, customer-winning value through the digital, real-time synchronization of productive competencies, products, services, and logistics delivery capabilities with the priorities of an increasingly global business environment.

The seventh edition of *Operations and Supply Chain Management for MBAs* is the definitive introduction to the fundamental concepts of supply chain and operations management. Designed specifically to meet the needs of MBA students, this market-leading book offers clear presentation of topics such as process planning and design, capacity and location planning, schedule and inventory management, and enterprise resource planning. A strategic, conceptual approach helps readers comprehend the contemporary issues they will soon be facing in industry. This concisely-formatted volume enables instructors to customize their courses for the unique requirements of MBA programs. Each chapter integrates material directly into the text rather than sidebars, highlights, and other pedagogical devices to achieve a smooth, easy-to-read narrative flow. Carefully selected questions prompt discussions that complement the mature, more experienced nature of MBA students, while case studies and supplementary materials illustrate key concepts and practices. Topics such as outsourcing and global sourcing, the role of information technology, and global competitiveness strategies assist students to understand working and competing in the globalized economy.

The bibliographic holdings of family histories at the Library of Congress. Entries are arranged alphabetically of the works of those involved in Genealogy and also items available through the Library of Congress.

Going beyond the usual supply chain text, *Principles of Supply Chain Management* not only details the individual components of the supply chain but also illustrates how the pieces must come together. Providing the logic behind why supply chain management is essential, the text examines how supply chains are evolving, looks ahead to future developments, and also provides a balanced look at supply chains with a focus on where it needs to be—the customer. It also: Describes the forward supply chain (from the supplier to the customer) and the reverse supply chain (recycling) Reviews contemporary sustainability concepts including triple bottom line, cradle-to-grave, and cradle-to-cradle Includes extensive discussions on retailing, distribution, and manufacturing topics Details supply chain flows of physical goods, information, and funds Highlights the need for coordinated change in technology, infrastructure, and cultures among supply chain members From the point of distribution all the way back to the point of origin, the text provides examples and case histories that illustrate a proven approach for achieving effective supply chain integration. This self-contained resource provides readers with a realistic appraisal of the state of the art in supply chain management and the understanding needed to build and manage effective supply chains in a wide-range of industries. Most importantly, it emphasizes the need for building and maintaining cooperation and collaboration among all members of the supply chain. *Operations and Supply Management*, as the title indicates, provides increased emphasis on supply chain management in the 12e. The 12e continues its market leading up-to-date coverage of service operations as well. The text includes solved examples and problems, enough cases for MBA courses to use without supplementing, and the industry leading technology support suite.

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