



Customer-Oriented Global Supply Chains: Concepts for Effective Management

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Global supply chain has continued to gain great attention in recent decades due to globalization and economic policies by companies striving to gain bigger market share and countries that make every effort for a freer trade. The concept of supply chain has evolved progressively over time, from simple supplier systems with one or two suppliers to global chains with complex networks of suppliers, vendors, warehouses, manufacturers, shippers, wholesalers, and/or retailers.

Customer-Oriented Global Supply Chains: Concepts for Effective Management provides insights and support executives, middle managers, and practitioners concerned with the management of supply chain with expertise, knowledge, information, and organizational management development in different types of industries. The book is a collection of knowledge that will assist researchers, teachers, students, and practitioners in enhancing their understanding of global supply chain management and solutions applied.

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