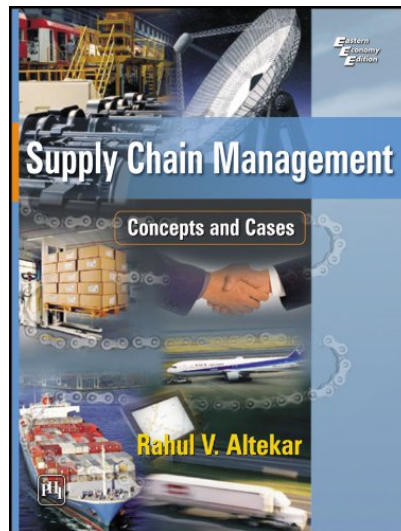


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In response to the increasing significance attached to supply chain management in both academic and professional areas, this text intends to build a bridge and highlight the relationship between various disciplines of SCM like demand planning, manufacturing planning, logistics planning, analytical IT management, global e-biz modeling, performance benchmarking etc. Primarily intended to address the typical and general syllabus requirements of postgraduate management programmes, and undergraduate and postgraduate engineering programmes, this book also caters to the needs of the industry professionals in the supply chain domain.

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