

# Competitive Supply Chains: A Value-Based Management Perspective

E. Yücesan

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## **Competitive Supply Chains: A Value-Based Management Perspective**

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This book emphasizes three key messages; value, alignment and sustainability. The authors believe that SCM is a value enabler with strategic decisions in supply chain design. The text also argues that economic incentives should be designed to ensure the much needed alignment and supply chain design should be viewed as a dynamic process.



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