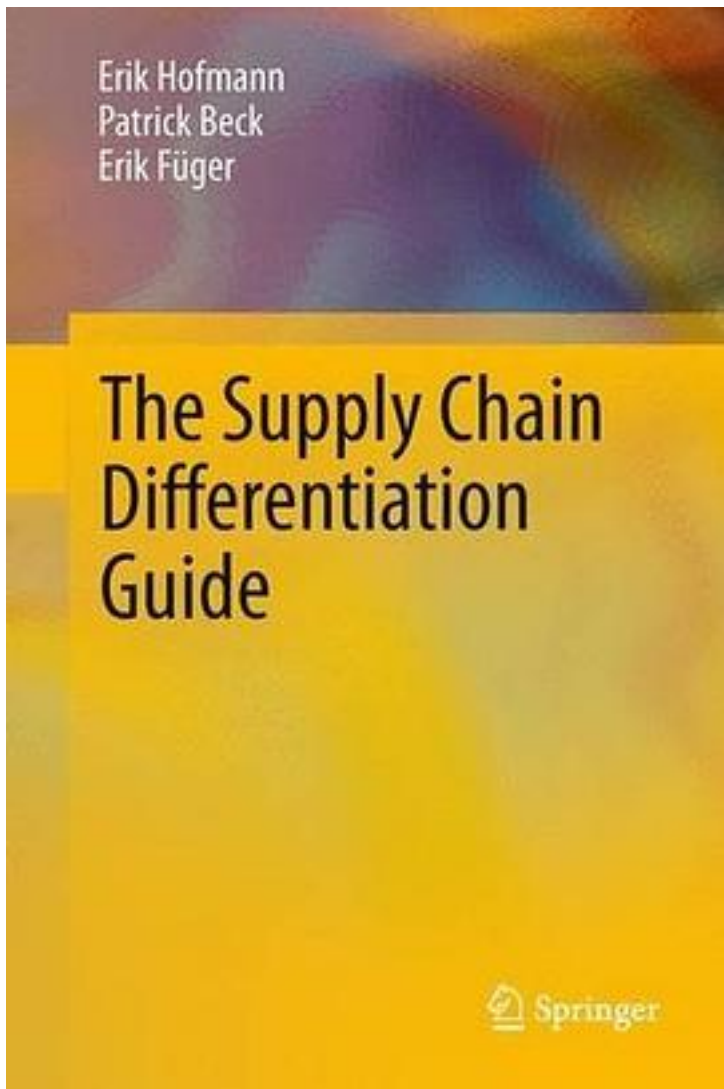


The Supply Chain Differentiation Guide



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The Supply Chain Differentiation Guide offers a modern approach to supply chain management. While for many years "one-size-fits-all" approaches in supply chain management were very common, current efforts on the part of managers and academics focus on the management of multiple supply chains simultaneously. Despite the interest of the business sector in the management of multiple supply chains, academia has mostly neglected this topic. The Supply Chain Differentiation Guide addresses this shortcoming, introducing renowned as well as recent management methods to the context of supply chain differentiation and providing inspirations for how to improve corporate operations. ai

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