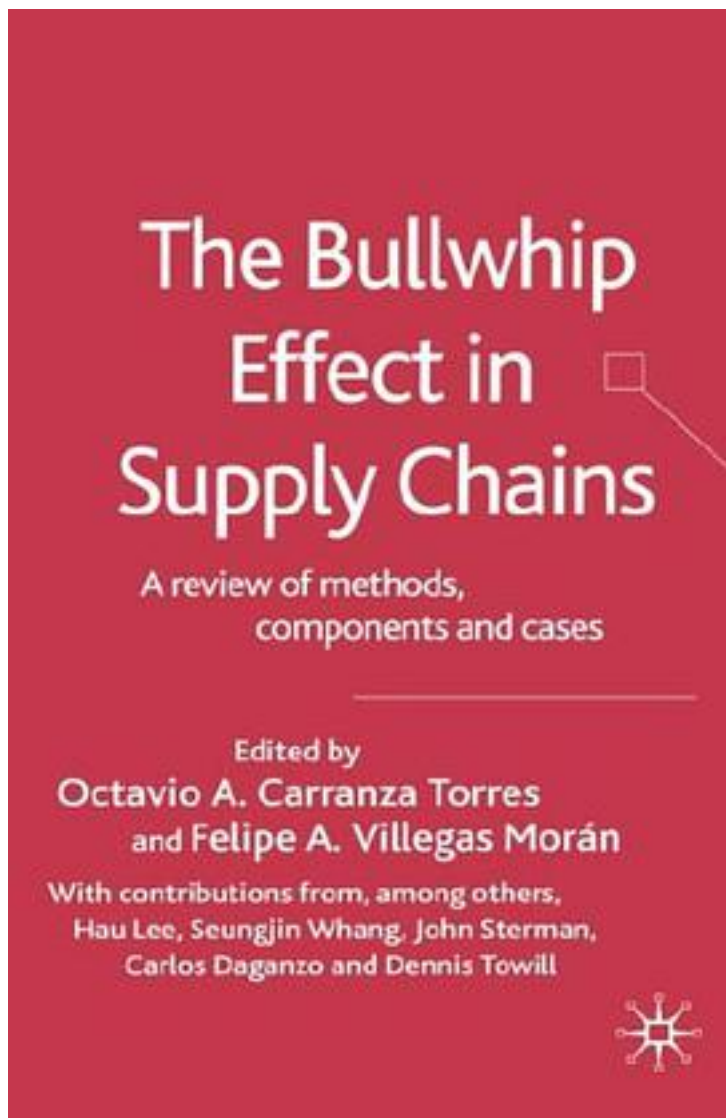


The Bullwhip Effect in Supply Chains



[The Bullwhip Effect in Supply Chains_ 下载链接1](#)

著者:Carranza Torres, Octavio A. (EDT)/ Villegas Moran, Felipe A. (EDT)

出版者:Palgrave Macmillan

出版时间:2006-5

装帧:HRD

isbn:9781403998583

This is the first book entirely devoted to analyzing the "bullwhip effect." It examines in depth all the problems associated with the bullwhip effect, its consequences, and known tools to design well-suited supply chain management systems that can cope with it. International supply chains are a central topic in this book and analytical tools that permit handling the Bullwhip Effect for global supply chains are of primary importance. The book compares the various approaches for dealing with the increased variability that is at the heart of the Bullwhip Effect, all illustrated by real case studies.

作者介绍:

目录:

[The Bullwhip Effect in Supply Chains_ 下载链接1](#)

标签

评论

[The Bullwhip Effect in Supply Chains_ 下载链接1](#)

书评

[The Bullwhip Effect in Supply Chains_ 下载链接1](#)