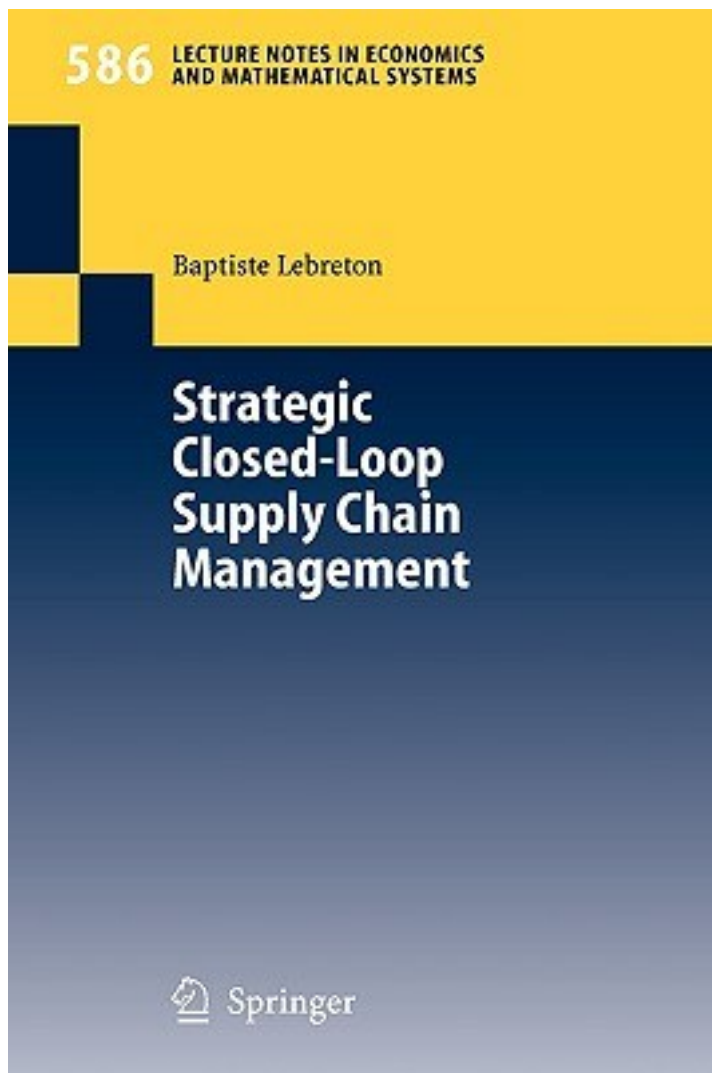


# Strategic Closed-Loop Supply Chain Management



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The structure of this book follows the decision-making process of Original Equipment Manufacturers investigating the potential of closed loops, including fundamental questions managers must answer when planning a circular supply chain: Does a closed loop fit corporate objectives? Is it profitable? How should OEMs deal with free-rider competition? Which product/technology/location setup leads to a profit-maximizing supply chain? The book includes case studies from the tire and the computer industry.

作者介绍:

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