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Designing and Managing the Supply Chain Concepts. Strategies. Case Studies. Simchi-Levi. IME 783 Supply Chain Management. University. Wichita State University

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**Effective Supply Chain Management**

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Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies (Hardcover) Published April 15th 2011 by McGraw-Hill. Hardcover, 528 pages. Author (s): David Simchi-Levi. ISBN: 0073403369 (ISBN13: 9780073403366) Edition language: English.

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**Supply Chain Management: Design** ... ScienceDirect

Introduction The previous node discussed optimizing the supply chain for a particular product. However, product designs and product sales are not consistent over time. In 2006, the first wireless game controller that measured your hand movement rather than button pressing was introduced. The manufacturing unit built up inventories prior to launch, but the demand exceeded the supply.

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