



## Supply Chain As Strategic Asset: The Key to Reaching Business Goal

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By Vivek Sehgal

Times Group Books, New Delhi, India, 2011. Softcover. Book Condition: New. First Edition. How can your supply chain create competitive advantages and help achieve business goals? Drawing from the author's abundant research and analysis, this resourceful book shows how aligning the supply chain design with business strategy helps build competitive capabilities, prioritize capital investments, and takes your firm beyond the industry best-practices to create competitive advantages, not just competitive parity. Summarizing the current literature on business and supply chain strategies, this book provides path-breaking new direction to build your own winning supply chain strategy. Real-life cases show how this strategy alignment has produced results for the most successful companies and how it can be achieved in your firm. Printed Pages: 336.

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