Handbook of Research on Strategic Supply Chain Management in the Retail Industry

Part of the Advances in Logistics, Operations, and Management Science Book Series

Narasimha Kamath (JDA Software, India) and Swapnil Saurav (JDA Software, India)

Description:
Customer satisfaction is a pivotal component to any business that provides goods or services to the public. By effectively managing the flow of products, business can adapt to the growing demands of consumers and deliver successful customer service.

The Handbook of Research on Strategic Supply Chain Management in the Retail Industry is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlights concepts relating to field applications, customer relationships, and current trends in logistics management.

Readers:
This book is ideally designed for business professionals, managers, upper-level students, and researchers interested in innovative strategies and best practices in modern supply chains.

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Topics Covered:
- Big Data Analytics
- Green Retailing
- Intelligent Warehouse Slotting
- Multi-Retailer Systems
- Omni-Channel Retailing
- Perishable Goods
- Safety Stock

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