

<<物流英语>>

图书基本信息

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内容概要

This book will provide managers and executives from all functional areas with the necessary background to make informed decisions as their firm enters the era of electronic business. Managers from established firms with legacy systems will learn how to transform their firms to benefit from technology investments in the supply chain area. They will learn to identify the organizational and process changes that are necessary to successfully implement these technologies. Executives can find the appropriate technology and architecture choices that will allow their firms to shift focus to customer needs, and at the same time reduce the constraints imposed by historical investments in physical plant, organization, process, and technology. Executives of "young" firms will learn how to organize for maximum scalability in order to support unexpected increases in demand. Many startups with promising product launches fail to make the transition to long-term viability.

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