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# SUPPLY CHAIN AS STRATEGIC ASSET: THE KEY TO REACHING BUSINESS GOAL



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,...

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- Authored by Vivek Sehgal
- Released at 2011



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