



Innovative Supply-Chain-Management-Konzepte: Branchenübergreifende Bedarfsanalyse sowie Konzipierung eines Entwicklungsprozessmodells (German Edition)

Wanja Wellbrock

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Wanja Wellbrock erstellt erstmalig ein Entwicklungsprozessmodell für SCM-Innovationen, leitet daraus selbstständig bzw. in Kooperation mit der Unternehmenspraxis drei innovative Supply-Chain-Management-Konzepte (Tier-n-Management, Value Added Assembly, Supplier Controlled Sequencing) ab und weist deren Anwendbarkeit in der Praxis nach. Sowohl in der Logistikforschung als auch in der Unternehmenspraxis besteht ein hoher Bedarf an innovativen Lösungen im Supply Chain Management. Das Entwicklungsprozessmodell basiert auf einer branchenübergreifenden Bedarfsanalyse und entsteht sowohl aus theoretischen, als auch empirischen Ansätzen.

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