



# Supply Chain Strategies: Customer Driven and Customer Focused

*Tony Hines*

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**Supply Chain Strategies: Customer Driven and Customer Focused** Tony Hines

**Supply Chain Strategies: Customer Driven and Customer Focused** highlights the main challenges facing organizations wanting to select, design and implement successful supply chain strategies in an increasingly global and competitive environment. The text features discussion questions at the end of each chapter to promote learning, and numerous industry examples to illustrate key concepts within chapters.

Each chapter discusses the issues in relation to previous literature, contemporary practices and the lesson to be learned from different industries where successful management of supply chains has improved organizational and industry level profitability. The text includes a number of industry examples, thereby giving a wide-ranging approach to the topic.

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