



Optimizacion Financiera y Estrategia Competitiva en el Supply Chain (Spanish Edition)

By Edward Frazelle, Ricardo Sojo



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Este libro tiene como objetivo mostrar: 1- Innovación en la forma de administrar la cadena de valor de su empresa. 2- Reconocer los nuevos dilemas en los negocios actuales y demostrar como las herramientas actuales administrativas y financieras están obsoletas. 3) Mostrar nuevas oportunidades de mejorar y optimizar el desempeño operativa y financiero del supply chain. 4) Mostrar nuevas medidas financieras, casos, ilustraciones, gráficos, ejemplos y análisis de cómo mejorar el valor , sus utilidades, rendimientos en la cadena de abastecimiento (supply chain) y cadena de valor 5) Metodología RightChain™ que ha sido implementada y enseñada en diferentes corporaciones y compañías a nivel mundial y en Latinoamérica; para lograr resultados diferentes. Es responsable de más de \$1 Billón en incrementos de utilidades en clientes de L.R.I.

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Dr. Ed Frazelle es el presidente y CEO de Logistics Resources International (LRI) y Director Ejecutivo del RightChain Institute. Es fue el fundador del Instituto de Log

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