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ers, and is a world-renowned expert in the areas of purchasing and logistics. Rob is the former editor-in-chief of the Journal of Operations Management and has written several books on SCM topics, including Introduction to Supply Chain Management (Prentice Hall, with Ernest L. Nichols; translated into Japanese, Korean, Chinese, and Indone-

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1. Ballou, Ronald H. Business logistics - supply chain management planning, organizing, andcontrolling the supply chain. 5ta edición. s.l. : Pearson Prentice Hall ...

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