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Supply chain management: strategy, planning, and operation | Sunil Chopra. supply chain management chopra and meindl Peter Meindl is a Finance and Economics PhD candidate in Stanford. Supply chain management: Strategy, planning operations, by Chopra.

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Professor Chopra's research and teaching interests are in supply chain and logistics management, operations and the design of telecommuni- cation networks.

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Meindl is a supply chain consultant and is working on his PhD at Stanford University. Chopra and Meindl are the authors of Supply Chain Management: Strategy, Planning, and Operation (Prentice-Hall).

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As Sunil Chopra and Peter Meindl justify in their Preface, the aim of their book is to assist people who scan it to "develop Associate in Nursing understanding of the subsequent key areas and their interrelationships: the strategic role of a offer chain, the key strategic drivers of offer chain performance, and [the] analytical

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