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the demand and supply chain planning process for manufacturers distributors and retailers has evolved over the years it has gone from a disjointed unconnected slow inaccurate fairly manual set of processes to an integrated timely process enabled by the use and coordination of highly trained people lean agile processes and cutting edge technology to make this set of processes work effectively one has to fully understand and appreciate that there is an art and science aspect to the process which can take years of education and experience to fully understand essentially this book will offer the reader a chance to fully understand the interconnected set of processes in a best practice application furthermore examples and cases will be used to illustrate its practical application in today's complex global supply chain in addition readers will understand and be able to apply and articulate the concepts tools and techniques used in the efficient supply of goods and services in today's changing global economy it will help them to learn how businesses through their supply chain work both internally and with their trading partners both upstream and downstream to build strong relationships and integrate demand and supply planning activities across the supply chain to deliver customer value efficiently and effectively they will learn about the tools and technologies enabling integration and the critical drivers and key metrics of supply chain performance

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growing and managing a small business provides students with a comprehensive introduction to business ownership and management from the start up phase through growth and harvest decidedly entrepreneurial in focus this book departs from the traditional small business management text by incorporating themes and principles appropriate to managing small companies in a dynamic global environment in addition to up to date coverage of risk management and strategies for harvesting the business the second edition introduces several new chapters that examine topics such as ethics and social responsibility family businesses and technology new boxed features illustrate the author's real world approach through case studies and profiles of small businesses and entrepreneurs

john muir called it the range of light the most divinely beautiful of all the mountain chains i've ever seen the sierra nevada a single unbroken mountain range stretching north to south over four hundred miles best understood as a single ecosystem but embracing a number of environmental communities has been the site of human activity for millennia from the efforts of ancient native americans to encourage game animals by burning brush to create meadows to the burgeoning resort and residential development of the present the sierra has endured and often suffered from the efforts of humans to exploit its bountiful resources for their own benefit historian david beesley examines the history of the sierra nevada from earliest times beginning with a comprehensive discussion of the geologic development of the range and its various ecological communities using a wide range of sources including the records of explorers and early settlers scientific and government documents and newspaper reports beesley offers a lively and informed account of the history environmental challenges and political controversies that lie behind the breathtaking

scenery of the sierra among the highlights are discussions of the impact of the gold rush and later mining efforts as well as the supporting industries that mining spawned including logging grazing water resource development market hunting urbanization and transportation the politics and emotions surrounding the establishment of yosemite and other state and national parks the transformation of the hetch hetchy into a reservoir and the desertification of the once lush owens valley the roles of the forest service park service and other regulatory agencies the consequences of the fateful commitment to wildfire suppression in sierran forests and the ever growing impact of tourism and recreational use through beesley s wide ranging discussion john muir s divinely beautiful range is revealed in all its natural and economic complexity a place that at the beginning of the twenty first century is in grave danger of being loved to death available in hardcover and paperback

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