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Chapter A: Information
Technology in a Supply Chain
(Chapter 17 from the Fifth
Edition) has been updated and
placed online at www.pearsonhighered.com/chopra. REVISED! A
new section related to the pricing
of sustainability has been added
to Chapter 17 .

Chopra & Meindl, Supply Chain
Management: Strategy ...
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such a way, and assembly
operations are located with
proximity to markets, then the
supply chain can be run cheaply
without holding too much

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True/False Questions 1) A company's competitive strategy defines the set of...

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4) A company's product development strategy specifies the portfolio of new products that it will try to develop. Answer:

TRUE Diff: 1 Topic: 2.1

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