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6 What is Logistics? {Definition of supply chain managementzSupply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. zImportantly, it also includes coordination and collaboration with channel partners, which can be suppliers,

Chapter 1 Introduction to International Logistics

1. A study of consumer behavior should emphasize this particular perspective. a. cultural b. psychological c. social d. all of the above . 2. The unit of analysis of this discipline is the group.

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6 PART I.INTERNATIONAL MARKETING IN THE WORLD ECONOMIC ENVIRONMENT SECTION 1. THEORETICAL FOUNDATIONS OF INTERNATIONAL MARKETING 1.1. Background of the formation and development of international

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Kotler Keller - Marketing Management 15th edition, Chapter 01

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