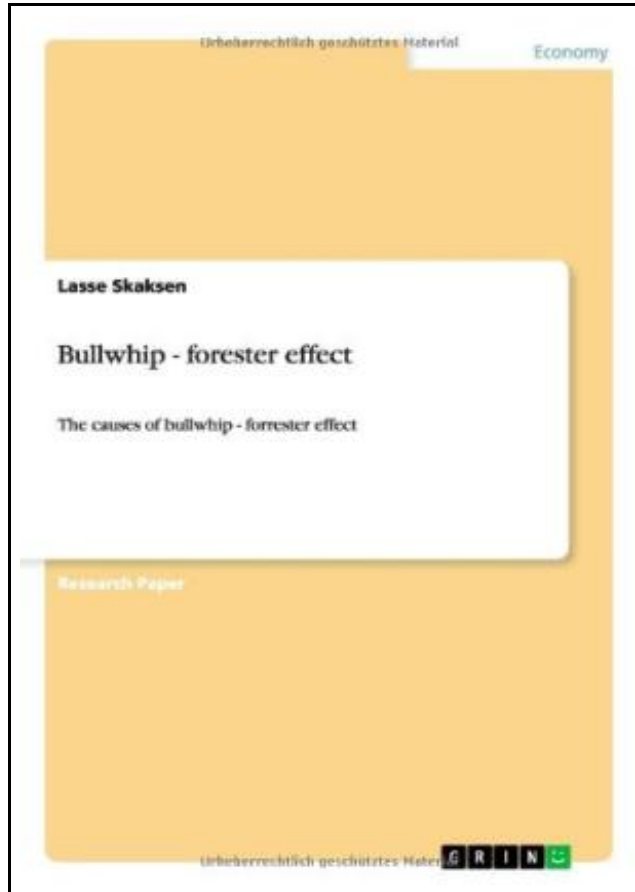


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This pdf is wonderful. We have go through and so i am certain that i am going to going to study yet again once more in the future. Its been developed in an exceedingly straightforward way which is merely after i finished reading through this pdf where really transformed me, modify the way i think. (Ollie Balistreri)

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GRIN Verlag, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.Research Paper from the year 2011 in the subject Business economics - Supply, Production, Logistics, grade: 9,5 of 10, Griffith University (MBA), course: Strategic Supply Chain Management, language: English, comment: The paper was handed in as part of the course Strategic Supply Chain Management. The report has a vast amount of reliable and scientific sources., abstract: The phenomenon where orders to the supplier tend to have larger variance than sales to the buyer (i.e. demand distortion), and the distortion propagates upstream in an amplified form (i.e. variance amplification) is a simple yet precise definition of the bullwhip effect. With this definition as a reference point I will in this assignment investigate the bullwhip effect. Supply network costs account for a significant proportion of a company s costs. On average supply network costs in a pharmaceutical company is 9 of total costs and in supply companies on average 15 . We see significant differences, up to 12 , between best in class companies and the average company.



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