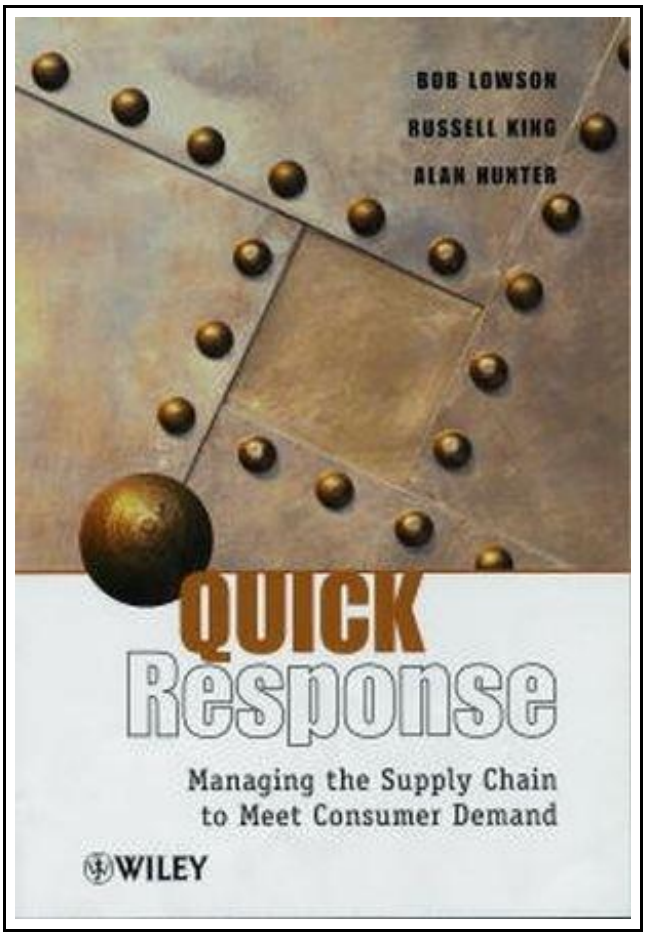
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John Wiley and Sons Ltd, United Kingdom, 1999. Hardback. Book Condition: New. 1. Auflage. 236 x 158 mm. Language: English . Brand New Book. The gap between demand for consumer goods and their efficient supply is greater now than at any other time, and is widening as consumersa wants become less predictable, and suppliers struggle to meet them. Quick Response (QR) is both a management paradigm and a methodology that allows supply systems to react quickly to changes while improving their performance. QR aims to help organize a business in the face of problems associated with the vast array of goods and services now to be found in consumer markets. It is particularly relevant to the Fast Moving Consumer Goods (FMCG) and Fashion industries. QR works by compressing the time between product or service design concept and appearance on the retail shelf. It then takes advantage of such recent technologies as Point of Sale (PoS) tracking and Electronic Data Interchange (EDI) to constantly up--date estimates of true consumer demand, and then places intelligent re--orders for goods with flexible manufacturers and their suppliers. One of the features of this book is the demonstration that the range of industries able to benefit from the application of QR methodologies is extremely wide. However, this apparent universality comes with a strong a health warninga . By placing QR in a broad framework of management thinking, the book allows comparison with other paradigms and their off--shoots -- partnerships and alliances, measurement and benchmarking, Information Systems Technology strategies, Total Quality Management, and change management. Belief systems such as World Class Manufacturing, Lean Production, Agile Manufacturing, Virtual Organization, Time--Based Competition, Supply Chain Management (SCM) and chaos theory, are also reviewed and contrasted. The book then quantifies the performance benefits that accrue from the application of QR using...

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