Supply chain in the pharmaceutical industry: strategic influences and supply chain responses

Whewell, Rob, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20396267&lokasi=lokal

Abstrak

Contents :

The role of technology in the supply chain

Managing supply chain technology

The economic significance of healthcare investment

The importance of intellectual property : its development and protection

The operational provision of healthcare

Conflicting goals within the supply chain

Diversion and parallel trade

Tactical responses to diversion

Managing compliance

The case for enhanced patient protection

Applying technology to secure the supply chain to patients

The importance of information

The future of healthcare.

Notes