



Efficient Consumer Response 2009: Optimierung der Lieferkette bleibt wichtiges Thema (German Edition)

I. Zeilhofer-Ficker

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Wie kommt meine Lieblingszahnpaste in den Supermarkt? - darüber brauchen sich die Konsumenten keinen Kopf zu zerbrechen. Denn wenn die Tube im Badezimmerschrank leer ist, darf man sich darauf verlassen, dass im Laden um die Ecke garantiert eine neue zu bekommen ist. Efficient Consumer Response (ECR) beschäftigt sich schon seit über 15 Jahren damit, wie man den Kundenbedarf möglichst effektiv und effizient bedienen kann.

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