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SUNIL CHOPRA ABOUT THE AUTHORS ~ Sunil Chopra is the IBM Distinguished Professor of Operations Management and Information Systems at the Kellogg School of Management.

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Professor Chopra's research and teaching interests are in supply chain and logistics management, operations management, combinatorial optimization, and the design of telecommunication networks. He has

won several teaching awards at the MBA and Executive programs of Kellogg.

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Hugos ch1.1.qxd 11/5/02 11:30 AM Page 1 CHAPTER 1 Basic

At the end of a supply chain is the product and/or service that are created by the supply chain for the end consumer. us, the fundamental reason of a supply chain s existence is hinged on to serving the end-consumer in the market place.

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