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By Narasimha Kamath



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Customer satisfaction is a pivotal component to any business that provides goods or services to the public. By effectively managing the flow of products, business can adapt to the growing demands of consumers and deliver successful customer service.

The **Handbook of Research on Strategic Supply Chain Management in the Retail Industry** is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlighting concepts relating to field applications, customer relationships, and current trends in logistics management, this book is ideally designed for business professionals, managers, upper-level students, and researchers interested in innovative strategies and best practices in modern supply chains.



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