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It connects the basic operations management activities undertaken by every organization (e.g., inventory management, scheduling, etc.) and translates their application into issues and problems faced in the field of e-commerce. The book also provides current research findings, strategies, and practices that can help students in the field of operations management run and improve their e-commerce operations.

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Effective eCommerce operations management hinges on your ability to develop a strategy that addresses key sales elements, including: Order Logistics and Fulfillment; Domestic and Global Shipping; Inventory Management; It's important to make your eCommerce operations strategy as precise and in-depth as possible. Why?

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