

# GLOBAL SUPPLY CHAIN MANAGEMENT AND PERFORMANCE

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**Abstract:** *A new approach on 'supply' emerged and developed against the background of an increasingly customer orientated market. Supply management must be regarded as a process which affects the whole cycle design-development-optimization-general management. In this context, we shall present and analyse in this paper, on the basis of some case studies, several performance models of the supply chain.*

**Key words:** *management, logistics, supply chain.*

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