



## Logística inversa

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MARGE BOOKS, 2018. Condition: Nuevo. Esta obra analiza las características de los procesos y productos que constituyen los retornos, las devoluciones, las mermas de proceso y la gestión de los productos que no son vendidos o que llegan al final de su vida útil. La logística inversa se ocupa de la optimización del flujo inverso de productos y de sus embalajes: reutilización mediante las tiendas de ahorro (outlet), reparación, restauración, remanufactura parcial, reciclado de materias primas o eliminación definitiva, decidiendo en cada caso qué es lo que se debe aplicar, cómo y cuándo hacerlo. En la cadena de valor, la gestión de la logística inversa permite cerrar el ciclo global de un sistema económico y medioambiental. El autor, experto en la física de sólidos, producción y operaciones, y en logística integral, expone innovadores principios para la gestión de la cadena de suministro: cadenas de valor, agile logistics, collaborative planning, forecasting and replenishment (CPFR) y sistemas logísticos resilientes; muestra la aplicación de estos principios mediante casos prácticos y ofrece las conclusiones que se obtienen de dichas situaciones reales.

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