



E-Distribution

Barry Lawrence, Daniel F. Jennings, Brian E. Reynolds

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E-Distribution provides an understanding of the role of the distributor in the supply chain and presents an E-Business Model that allows the integration of the customer into the distributor's operations. E-Distribution was developed from nine research projects that were funded by business firms and industry associations. E-Distribution provides information on how forecasting, purchasing, decision-making, inventory management, and vendor relationships can be accomplished within an e-commerce environment. The text stresses the importance of e-commerce and developing contemporary distribution models to leverage the power of technology within business distribution systems.

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