



Extending the Supply Chain: How Cutting-Edge Companies Bridge the Critical Last Mile into Customers' Homes

Kenneth Karel Boyer, Markham T. Frohlich, G. Tomas M. Hult

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This book looks at how retailers and specifically grocers are using the Internet, to help them build stronger relationships with their customers and thus relieve the constant pressure of competing on price points along. The strategies in the book will help readers strengthen their relationship with customers, increase customer loyalty and minimize costs using the Internet to extend the supply chain.

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