Tmall, The Sky Cat: A Rocky Road Toward Bringing Buyers and Suppliers Together (Pearson Cases in Supply Chain Management and Analytics)

Tmall, The Sky Cat:
A Rocky Road Toward Bringing
Buyers and Suppliers Together

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Olivia Congbo Mao, Alibaba Group

PEARSON CASES IN SUPPLY CHAIN MANAGEMENT AND ANALYTICS

The case is reprinted from The Supply Chain Management
Casebook by Chuck Munson

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