



Enterprise information integration - the 12th Five-Year Plan (college textbooks based on SCMERPCRM integration) (Chinese Edition)

By XIONG LI LI YU JIN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. The pub Date :2012-06 Pages: 321 Publisher: Tsinghua University Press [Books] Bear Lai. Li Yujin enterprise information integration - based SCM. ERP. CRM integration. details the enterprise information integration and SCM three theoretical basis for ERP. CRM three systems integration. fusion method and a typical case. the book is divided into 16 chapters. The first Basics introduces enterprise information. especially the basis of SCM. ERP. CRM. involving theoretical methods. technical infrastructure. functional modules and the implementation and evaluation; second fusion articles on information technology and industrialization. information fusion concepts and theoretical approaches and enterprise information integration. SCM. ERP. CRM three systems integration principle. pattern. technology. and integrated in the new technological environment evolution; chapter of the third case. the analysis of a typical company's SCM. ERP. CRM integration solutions. respectively. from the iron and steel manufacturing. chemical manufacturing. retail and service industries. finance and banking industry analysis of a typical case of the three major systems integration. Enterprise information integration - based SCM. ERP. CRM integration as institutions of higher learning of information technology. management. economic and other relevant...

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