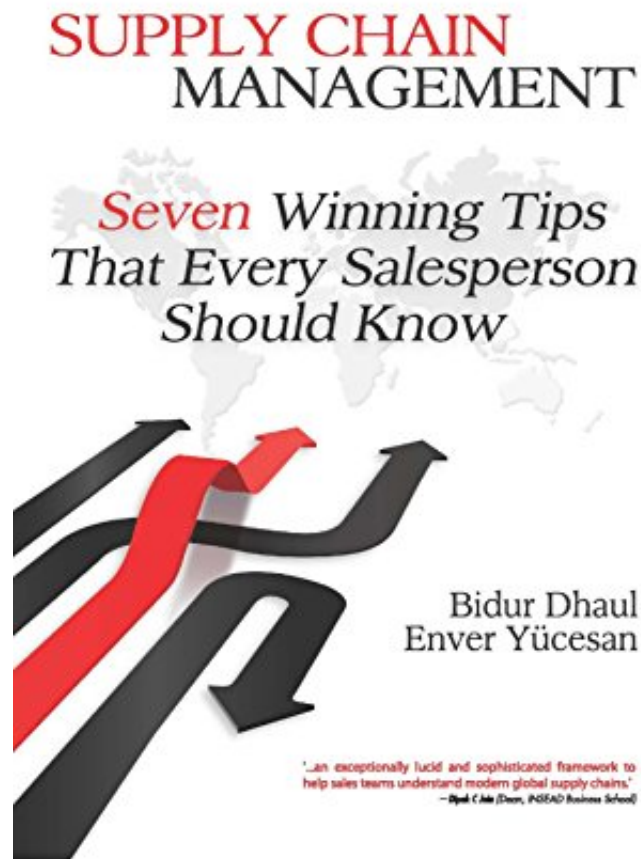


Supply Chain Management

Bidur Dhaul Enver Yucesan

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About the Author Bidur Dhaul is Director of Commercial Operations of Philips Healthcare, India. He has over ten years of experience in supply chain management, SCM network and foot print design, sales and operations planning, operations management, purchasing and collaboration with trading partners. He has worked across healthcare, consumer electronics and shipping. Bidur has obtained his MBA from INSEAD Business School, studied nautical science in UK and is a certified Lean Six Sigma Black Belt. Enver Yuuml;cesan is Professor of operations management in the Technology and Operations Management Area at INSEAD, France. He holds an industrial engineering degree from Purdue University and has a doctorate in operations research from Cornell University. He has been a visiting professor at Ecole des Mines de Nantes, at the University of Pennsylvania and the Naval Postgraduate School, USA.