

## Supply Chain Management



### Reference:

\* Gurram Gopal and Eric McMillan, "Synchronization: A Cure for Bad Data. Inaccurate, incomplete, and inconsistent data is derailing supply chain improvement efforts." Supply Chain Management Review, ©Reed Business Information, May 1, 2005  
[http://www.scmr.com/article/330806-Synchronization\\_A\\_Cure\\_for\\_Bad\\_Data.php](http://www.scmr.com/article/330806-Synchronization_A_Cure_for_Bad_Data.php)

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