

Toyota Yaris 2014

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Der rechtliche Rahmen der Elektromobilität -
Neven Josipovic 2016-06-16

TRANSBALTICA XII: Transportation Science and Technology - Olegas Prentkovskis
2022-01-24

This book reports on innovative research and developments in the broad field of transportation. It covers solutions relating to intelligent vehicles and infrastructure, energy and combustion management, vehicle dynamics and control, as well as research on human factors, logistics and security. Contributions are based on peer-reviewed papers presented at the 12th international scientific conference "Transbaltica: Transportation Science and Technology", held virtually from Vilnius Gediminas Technical University, Lithuania, on September 16-17, 2021. All in all, this book offers extensive information on modern transport systems, with a good balance of theory and practice.

Advertising - Chris Wharton 2014-12-05
Advertising: Critical Approaches explores a broad range of critical theories and perspectives to shed new light on the organisation, workings and effects of the advertising industry today. Chris Wharton presents the social, cultural and economic role of advertising across history, with chapters tracking the process of advertising from production to reception. Split into three sections covering Foundations, Frameworks and Applications, the book's chapters explore a range of areas central to an insight into the development of modern advertising, including: advertising history cultural, critical and political economy approaches to advertising texts in advertising the reception of advertising

advertising in the home and outdoor advertising consumer culture. Case studies explore the diversity in the uses of advertising throughout history, from Ostia and the Square of the Corporations in the ancient Roman world to the UK Border Agency's 'Go Home' campaign and contemporary City branding throughout Europe. Assessing the impact of the works of key critical thinkers including Marx, Morris, Lyotard, Barthes, Saussure, Williams and Hall have had on our understanding of consumption and advertising's societal impact, Advertising: Critical Approaches illuminates and enhances our understanding and engagement with one of the most vital cultural and economic forces in contemporary society.

AUTO-ONLINE 03/2014 141 - 2014-03-03
Yaris Vios
VOLVO
BMW 118i Sport Line LEXUS CT200h F-Sport
A45 AMG S3 Sportback

Business Networks in East Asian Capitalisms - Jane Nolan 2016-09-16
Business Networks in East Asian Capitalisms: Enduring Trends, Emerging Patterns builds on the foundational studies conducted in the 1990s by gathering contemporary empirical and theoretical chapters which explore these themes in a comparative perspective. The book includes contributions from authors working on the relationship between personal and business networks in countries including China, Singapore, Malaysia, Taiwan, Japan, South Korea, Vietnam, Laos, Cambodia, and Thailand. Authors emphasize enduring trends in social and business networks and/or track new emerging

patterns, both within East Asian nations or between East Asia and other regions such as Europe, Africa, and the Americas. Provides contemporary, up-to-date empirical material and theoretical interpretation, charting the influence of more recent globalizing trends and institutional change in the region Includes studies of networks within PRC, between PRC and other regions, and in Chinese communities Offers studies centered on Korean, Japanese, and South East Asian Networks Includes a geographical scope that will be broader than other books, aiming to include studies of newly developing economies in South East Asia that share a common cultural heritage (e.g Vietnam)

BRANDING & ADVERTISING AND COMMUNICATION STRATEGIES - BARBARA LÄMMLEIN 2019-01-01

From billboards, print advertisement and the Internet through to TV spots, advertising uses various channels to convince the potential customer to buy a certain product or brand. Companies use advertising that is an omnipresent form of modern popular culture, as a communication tool to promote their brands and products to a mass audience in order to generate sales. Therefore, the message within the advertisement has to be as persuasive as possible to ensure that among other things pleasurable emotions and ideas are awakened in the consumer that are supposed to be linked to the product and brand to fulfill its mission - increase sales volume. Within this thesis interdisciplinary approaches for deciphering messages of selected car advertising were used. Multiple methods and paradigms such as cultural studies, media communication, semiotics, and psychoanalysis, were applied in order to analyze TV spots and print advertisements from a variety of angles. The results reveal that archetypes, symbols, and mythical narratives are a permanent feature of contemporary car advertising.

Event Data Recorder (EDR) Interpretation - Christopher D Armstrong 2018-11-02
Collision Reconstruction Methodologies - Volume 7A - The last ten years have seen explosive growth in the technology available to the collision analyst, changing the way reconstruction is practiced in fundamental ways. The greatest technological advances for the

crash reconstruction community have come in the realms of photogrammetry and digital media analysis. The widespread use of scanning technology has facilitated the implementation of powerful new tools to digitize forensic data, create 3D models and visualize and analyze crash vehicles and environments. The introduction of unmanned aerial systems and standardization of crash data recorders to the crash reconstruction community have enhanced the ability of a crash analyst to visualize and model the components of a crash reconstruction. Because of the technological changes occurring in the industry, many SAE papers have been written to address the validation and use of new tools for collision reconstruction. Collision Reconstruction Methodologies Volumes 1-12 bring together seminal SAE technical papers surrounding advancements in the crash reconstruction field. Topics featured in the series include: • Night Vision Study and Photogrammetry • Vehicle Event Data Recorders • Motorcycle, Heavy Vehicle, Bicycle and Pedestrian Accident Reconstruction The goal is to provide the latest technologies and methodologies being introduced into collision reconstruction - appealing to crash analysts, consultants and safety engineers alike.

MKTG 9 - Charles W. Lamb 2015-01-13
MKTG 9 maximizes student effort and engagement and engagement by empowering them to direct their own learning, through a single, affordable course solution. MKTG 9 offers full coverage of course concepts through unique resources and features that reflect the natural study habits of students. Additionally, instructors benefit from up-to-date, real-world examples of marketing efforts by popular companies, coupled with straightforward quizzing, assessment options. MKTG 9 combines an easy-reference, paperback textbook with chapter review cards, and an innovative Online product that enables students to study how and when they want—including on a smart phone! On the innovative StudyBoard, students collect notes and StudyBits throughout the product, and then can leverage a series of tags and filters to organize and personalize their study time. Both instructors and students can monitor progress through a series of Concept Training reports and traditional Gradebook features, ensuring

improved outcomes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Electric & Hybrid Vehicles - A.K. Babu

This concise book has been designed for easy reading and to meet the critical skill requirements of students in the branches of Automobile Engineering and Mechanical Engineering and Mechanical Engineering. The contents are presented in 22 lucid chapters. The book deals with the fundamentals, electric vehicles (EVs), hybrid electric vehicles (HEVs), and fuel cell vehicles (FCVs). It comprehensively presents vehicle performance, configuration, and control strategy for different electric and hybrid electric vehicles. This course book is intended for use as a Textbook and as a primary Reference book by colleges and technical universities offering core and elective subjects like Electric and Hybrid Vehicles and New Generation Vehicles.

La chaîne de valeur de l'offre - Christophe Chaptal de Chanteloup 2015-01-16

Une offre se caractérise avant tout par quatre aspects primordiaux : stratégie, marketing, design et communication. Ces quatre aspects sont à la fois distincts et fortement complémentaires : en ce sens, ils ne peuvent être considérés isolément et forment les maillons d'une chaîne - la chaîne de valeur de l'offre - dont la pertinence varie en fonction du soin apporté à son assemblage. Le lecteur trouvera, au fil des pages, les éléments de réflexion stratégique, ainsi que les outils permettant de construire efficacement chacun des quatre maillons, puis de les assembler de façon fluide et harmonieuse pour constituer la chaîne de valeur de l'offre. Il s'agit donc d'un ouvrage « mode d'emploi » destiné au décideur - mais parfaitement accessible à l'étudiant - afin de l'aider à répondre harmonieusement aux besoins du consommateur ou de l'utilisateur des marchés en forte évolution.

Mesin Hybrid - Wahyudi 2020-01-01

uku ini diterbitkan untuk mahasiswa dan praktisi yang ingin meningkatkan pengetahuan maupun keterampilan dalam bidang otomotif sebagai bagian dari ilmu pengetahuan yang terus berkembang. Perkembangan teknologi hybrid telah diterapkan dalam kendaraan. Mesin hybrid

digunakan sebagai penggerak ganda pada kendaraan yang bertujuan untuk meningkatkan performa kendaraan dan mengurangi polusi udara yang berbahaya bagi kesehatan manusia. Di era mendatang kendaraan dengan mesin hybrid akan banyak digunakan di dunia umumnya dan khususnya di Indonesia.

Principles and Practice of Marketing 10/e - JOBBER AND ELLI 2023-02-21

EBOOK: Principles and Practices of Marketing 10/e

Advances in Structural and Multidisciplinary Optimization - Axel Schumacher 2017-12-04

The volume includes papers from the WSCMO conference in Braunschweig 2017 presenting research of all aspects of the optimal design of structures as well as multidisciplinary design optimization where the involved disciplines deal with the analysis of solids, fluids or other field problems. Also presented are practical applications of optimization methods and the corresponding software development in all branches of technology.

2014 International Conference on Mechanical Design, Manufacture and Automation Engineering (MDMAE2014) - D. P. Yasin 2014-02-04

Automation Engineering (MDMAE2014) is to provide a platform for all researchers in the field of Mechanical, Manufacture, Automation and Material Engineering to share the most advanced knowledge from both academic and industrial world, and to communicate with each other about their experiences and the most up-to-date research achievements, discussing forward issues and future prospects, seeking a better way to solve practical problems in this fields. As the first international conference on MDMAE, consisting of five main topics: Mechanical Engineering, Automation Engineering, Manufacturing Systems, Materials Engineering and Measurement and Test, which offer attendees free space to present their inspiring works and academic achievements mixed with the atmosphere of industry and academia, it has attracted many scholars, researchers and practitioners in these fields from various countries to get together in this conference, sharing their latest research achievements with each other, enriching their professional knowledge and broadening their

horizons as well.

Extreme Toyota - Emi Osono 2008-05-23

Extreme Toyota offers the first real, comprehensive inside look at what makes one of the world's best companies run. With unprecedented access to the inner working of Toyota, the authors spent six years researching the company, interviewing hundreds of executives and employees, and discovering the company's secret of success. What they uncovered will surprise you and change the way you think about business. Simultaneously rigidly traditional and seriously innovative, it is precisely those internal contradictions that make the company so successful and admired.

The New Domestic Automakers in the United States and Canada - A.J. Jacobs 2015-12-16

This book provides a unique historical and qualitative review of ten foreign automakers with plants in developed North America from their early beginnings to their export entry into North America. It seeks to expand the knowledge of American and Canadian policymakers pursuing a new foreign motor vehicle assembly plant or Foreign Direct Investment.

Preparation, Characterization, Properties, and Application of Nanofluid - I. M. Mahbubul 2018-09-20

Preparation, Characterization, Properties and Application of Nanofluid begins with an introduction of colloidal systems and their relation to nanofluid. Special emphasis on the preparation of stable nanofluid and the impact of ultrasonication power on nanofluid preparation is also included, as are characterization and stability measurement techniques. Other topics of note in the book include the thermophysical properties of nanofluids as thermal conductivity, viscosity, and density and specific heat, including the figure of merit of properties. In addition, different parameters, like particle type, size, concentration, liquid type and temperature are discussed based on experimental results, along with a variety of other important topics. The available model and correlations used for nanofluid property calculation are also included. Provides readers with tactics on nanofluid preparation methods, including how to improve their stability Explores the effect of preparation method and stability on thermophysical and

rheological properties of nanofluids Assesses the available model and correlations used for nanofluid property calculation

Simulation and Modeling Methodologies, Technologies and Applications - Gerd Wagner 2023-02-10

The present book includes a set of selected papers from the 11th International Conference on Simulation and Modeling Methodologies, Technologies and Applications (SIMULTECH 2021) that was held as an online event, from July 7 to 9, 2021. The conference brought together researchers and practitioners interested in methodologies and applications of modeling and simulation. New and innovative solutions are reported in this book. A selection was made after the conference, based also on the conference chairs assessment, reviewers' assessment, quality of presentation and audience interest, so that this book includes the extended and revised versions of the very best papers of the conference.

The Evolution of Multinationals from Japan and the Asia Pacific - Robert Fitzgerald 2018-10-11

The rise of the Japanese multinational company (JMNC) marked, from the 1980s onwards, an historic change in the structure and in the dynamics of the international economy. For the first time, businesses from a non-Western nation established a competitive global presence, and they did so by bringing their advanced products and management systems to the developed economies of Europe and North America. In the last 30 years, our interpretations of JMNCs have undergone a series of revisions. Korean firms followed JMNCs in the 1990s and the Chinese likewise in the 2000s. A seeming decline in JMNC competitiveness and developments in the structure of the international economy challenged a business model of parental company direction, control and capabilities. Both trends asked questions about how Japanese subsidiaries should operate in global production chains increasingly reliant on contracting out and off-shoring, and how JMNCs might engage more in strategic cooperation and empower subsidiary decision-making. The contributors to this volume consider a wide range of relevant issues: they demonstrate the long-term evolution of JMNCs; they compare the experience of

JMNCs with firms from the other two major Asia Pacific economies, Korea and China; they evaluate the applicability of established foreign direct investment (FDI) theory to MNCs from Japan and the Asia Pacific; and they reflect on the internal organization of JMNCs at the global, national and subnational level. This book was originally published as a special issue of Asia Pacific Business Review.

Who's Doing the Work? - Jan Miller Burkins 2016
In their follow-up to Reading Wellness, Jan Burkins and Kim Yaris explore how some traditional scaffolding practices may actually rob students of important learning opportunities and independence. Who's Doing the Work? suggests ways to make small but powerful adjustments to instruction that hold students accountable for their own learning. Educators everywhere are concerned about students whose reading development inexplicably plateaus, as well as those who face challenging texts without applying the strategies they've been taught. When such problems arise, our instinct is to do more. But when we summarize text before reading or guide students when they encounter difficult words, are we leading them to depend on our support? If we want students to use strategies independently, Jan and Kim believe that we must question the ways our scaffolding is getting in the way. Next generation reading instruction is responsive to students' needs, and it develops readers who can integrate reading strategies without prompting from instructors. In Who's Doing The Work?, Jan and Kim examine how instructional mainstays such as read-aloud, shared reading, guided reading, and independent reading look in classrooms where students do more of the work. Classroom snapshots at the end of each chapter help translate the ideas in the book into practice. Who's Doing the Work? offers a vision for adjusting reading instruction to better align with the goal of creating independent, proficient, and joyful readers.

Lemon-Aid New and Used Cars and Trucks 1990-2016 - Phil Edmonston 2015-11-21
This book steers buyers through the the confusion and anxiety of new and used vehicle purchases unlike any other car-and-truck book on the market. "Dr. Phil," Canada's best-known automotive expert for more than forty-five years,

pulls no punches.

Climate Change 2014: Mitigation of Climate Change - Intergovernmental Panel on Climate Change 2015-01-26

This latest Fifth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) will again form the standard reference for all those concerned with climate change and its consequences, including students, researchers and policy makers in environmental science, meteorology, climatology, biology, ecology, atmospheric chemistry and environmental policy.

Lemon-Aid New and Used Cars and Trucks 2007-2018 - Phil Edmonston 2018-02-03

Steers buyers through the the confusion and anxiety of new and used vehicle purchases like no other car-and-truck book on the market. "Dr. Phil," along with George Iny and the Editors of the Automobile Protection Association, pull no punches.

Digital Economy for Customer Benefit and Business Fairness - Grisna Anggadwita 2020-04-08

The international conference "Sustainable Collaboration in Business, Technology, Information and Innovation (SCBTII) 2019" has brought together academics, professionals, entrepreneurs, researchers, learners, and other related groups from around the world who have a special interest in theories and practices in the development of the field of digital economy for global competitiveness. Considering that, at present, technology and industry 4.0 are still a leading trend and offer great opportunities for global businesses, the rise of industry 4.0 makes competition in the business world more attractive, yet fierce. Opportunities and challenges for business development in industry 4.0 are becoming firm and it also provides businesses the possibility to compete globally. Companies that desire to enter this global competition should pay attention to customer benefits and business fairness in order to achieve sustainability in this digital economy. This proceedings volume contains selected papers from this conference and presents opportunities to communicate and exchange new ideas and experiences. Moreover, the conference provided opportunities, both for the presenters and the participants, to establish research

relations, and find global partners for future collaboration.

Event Data Recorder (EDR) Interpretation - Christopher Armstrong 2018-11-02

Collision Reconstruction Methodologies - Volume 7B -The last ten years have seen explosive growth in the technology available to the collision analyst, changing the way reconstruction is practiced in fundamental ways. The greatest technological advances for the crash reconstruction community have come in the realms of photogrammetry and digital media analysis. The widespread use of scanning technology has facilitated the implementation of powerful new tools to digitize forensic data, create 3D models and visualize and analyze crash vehicles and environments. The introduction of unmanned aerial systems and standardization of crash data recorders to the crash reconstruction community have enhanced the ability of a crash analyst to visualize and model the components of a crash reconstruction. Because of the technological changes occurring in the industry, many SAE papers have been written to address the validation and use of new tools for collision reconstruction. Collision Reconstruction Methodologies Volumes 1-12 bring together seminal SAE technical papers surrounding advancements in the crash reconstruction field. Topics featured in the series include: • Night Vision Study and Photogrammetry • Vehicle Event Data Recorders • Motorcycle, Heavy Vehicle, Bicycle and Pedestrian Accident Reconstruction The goal is to provide the latest technologies and methodologies being introduced into collision reconstruction - appealing to crash analysts, consultants and safety engineers alike.

Response by Toyota and NHTSA to Incidents of Sudden Unintended Acceleration - United States. Congress. House. Committee on Energy and Commerce. Subcommittee on Oversight and Investigations 2012

Lemon-Aid New Cars and Trucks 2013 - Phil Edmonston 2012-12-01

Offers advice for prospective buyers of cars and trucks, reveals information on secret warranties and confidential service bulletins, and tells how to complain and get results.

Advances in Ergonomics In Design, Usability &

Special Populations: Part I - Marcelo Soares 2022-07-19

Successful interaction with products, tools and technologies depends on usable designs and accommodating the needs of potential users without requiring costly training. In this context, this book is concerned with emerging ergonomics in design concepts, theories and applications of human factors knowledge focusing on the discovery, design and understanding of human interaction and usability issues with products and systems for their improvement. This book will be of special value to a large variety of professionals, researchers and students in the broad field of human modeling and performance who are interested in feedback of devices' interfaces (visual and haptic), user-centered design, and design for special populations, particularly the elderly. We hope this book is informative, but even more - that it is thought provoking. We hope it inspires, leading the reader to contemplate other questions, applications, and potential solutions in creating good designs for all.

AUTO-ONLINE 08/2014 146 - 2014-07-31

INFINITI QX60 Hybrid
M-BENZ GLA
BMW X1

Toyota Echo/Yaris Automotive Repair Manual - R. M. Jex 2014-11

This is a maintenance and repair manual for the Toyota Echo and the Toyota Yaris.

AUTO-ONLINE 04/2014 142 - 2014-03-27

McLAREN 650S
Livina
FORD Fiesta
SKODA Citigo
PEUGEOT 107
Daily Graphic - Ransford Tetteh 2014-03-05

Telematics and Computing - Miguel Félix Mata-Rivera 2020-11-01

This book constitutes the thoroughly refereed proceedings of the 9th International Congress on Telematics and Computing, WITCOM 2020, held

in Puerto Vallarta, Mexico, in November 2020. Due to the COVID-19 pandemic the conference was held online. The 28 full papers and 3 short papers in this volume were carefully reviewed and selected from 79 submissions. The papers are focused on the topics of deep and machine learning, cybersecurity, wireless networks, computer vision, communications, and education applied to different sceneries of study and COVID-19.

Proceedings of IAC in Vienna 2019 - Group of Authors 2019-11-28

International Academic Conference on Global Education, Teaching and Learning
International Academic Conference on Management, Economics, Business and Marketing
International Academic Conference on Transport, Logistics, Tourism and Sport Science
Lemon-Aid New and Used Cars and Trucks 2007-2017 - Phil Edmonston 2017-03-11

Steers buyers through the the confusion and anxiety of new and used vehicle purchases like no other car-and-truck book on the market. "Dr. Phil," along with George Iny and the Editors of the Automobile Protection Association, pull no punches.

Paghe e contributi 2015 - AA. VV. 2015-06-04
Il Manuale, inserito nella collana GUIDE E SOLUZIONI, è dedicato ai professionisti del lavoro ed è diretto ad affiancare e supportare l'attività degli addetti paga nell'elaborazione e nella compilazione dei cedolini. Paghe e contributi esamina con taglio operativo gli adempimenti sia di fonte legale che contrattuale connessi al personale dipendente e non. L'esposizione sistematica degli obblighi derivanti sia dalla disciplina normativa che dalla prassi amministrativa offre al lettore un completo quadro d'insieme della materia ed è accompagnata dalle istruzioni operative e dall'indicazione di soluzioni applicative in ordine all'elaborazione degli stipendi, alla determinazione dei contributi previdenziali, dei premi assicurativi e delle ritenute fiscali. Tra le novità di questa edizione, oltre alla completa revisione del quadro normativo generale, vanno segnalati i provvedimenti di inizio anno della legge di Stabilità 2015 (L. 23/12/2014, n. 190), con la quale sono stati ulteriormente previsti sgravi contributivi per le nuove assunzioni, deduzioni del costo del lavoro, stabilizzazione

del c.d. "bonus 80 euro" e la novità del tfr in busta paga. Completa la struttura un'ampia appendice di documentazione contenente le seguenti tabelle: aliquote e detrazioni, addizionali Irpef, contributi, minimali, assegni per il nucleo familiare, costi chilometrici e tariffa dei premi Inail.

Automotive Aerodynamics - Joseph Katz
2016-05-02

The automobile is an icon of modern technology because it includes most aspects of modern engineering, and it offers an exciting approach to engineering education. Of course there are many existing books on introductory fluid/aero dynamics but the majority of these are too long, focussed on aerospace and don't adequately cover the basics. Therefore, there is room and a need for a concise, introductory textbook in this area. *Automotive Aerodynamics* fulfils this need and is an introductory textbook intended as a first course in the complex field of aero/fluid mechanics for engineering students. It introduces basic concepts and fluid properties, and covers fluid dynamic equations. Examples of automotive aerodynamics are included and the principles of computational fluid dynamics are introduced. This text also includes topics such as aeroacoustics and heat transfer which are important to engineering students and are closely related to the main topic of aero/fluid mechanics. This textbook contains complex mathematics, which not only serve as the foundation for future studies but also provide a road map for the present text. As the chapters evolve, focus is placed on more applicable examples, which can be solved in class using elementary algebra. The approach taken is designed to make the mathematics more approachable and easier to understand. Key features: Concise textbook which provides an introduction to fluid mechanics and aerodynamics, with automotive applications
Written by a leading author in the field who has experience working with motor sports teams in industry
Explains basic concepts and equations before progressing to cover more advanced topics
Covers internal and external flows for automotive applications
Covers emerging areas of aeroacoustics and heat transfer
Automotive Aerodynamics is a must-have textbook for undergraduate and graduate students in

automotive and mechanical engineering, and is also a concise reference for engineers in industry.

Consumer Behaviour - Leon Schiffman
2013-10-15

A trusted resource for Consumer Behaviour theory and practice. Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of effective marketing strategies. In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making. The sixth edition of this Australian text provides expanded coverage of contemporary topics.

12th International Munich Chassis

Symposium 2021 - Peter Pfeffer 2022-04-18

The increasing automation of driving functions and the electrification of powertrains present new challenges for the chassis with regard to complexity, redundancy, data security, and installation space. At the same time, the mobility of the future will also require entirely new vehicle concepts, particularly in urban areas. The intelligent chassis must be connected, electrified, and automated in order to be best prepared for this future. Contents Driving Simulators.- Innovative Chassis Systems.- Automated Driving and Racing.- New Methods and Systems.- Suspension and Ride Comfort.- All-Wheel Steering.- Future Brake Systems and Testing Technology.- Innovations in Tires and Wheels. Target audiences Automotive engineers and chassis specialists as well as students looking for state-of-the-art information regarding their field of activity - Lecturers and instructors at universities and universities of applied

sciences with the main subject of automotive engineering - Experts, researchers and development engineers of the automotive and the supplying industry. Publisher ATZ live stands for top quality and a high level of specialist information and is part of Springer Nature, one of the leading publishing groups worldwide for scientific, educational and specialist literature. Partner TÜV SÜD is an international leading technical service organisation catering to the industry, mobility and certification segment.

Zarządzanie produktem w łańcuchu dostaw w dobie transformacji cyfrowej - Natalia Szozda 2023-04-06

Monografia nie tylko przedstawia jedno z wielu podejść do zarządzania produktem w łańcuchu dostaw, eksponując kluczowe aspekty związane z tą tematyką, ale także osadza ją w kontekście zmieniającego się otoczenia i warunków funkcjonowania łańcuchów dostaw - mianowicie transformacji cyfrowej oraz tworzenia więzi międzyorganizacyjnych w wymiarach strukturalnym i relacyjnym. W książce omówiono podstawy teoretyczne rozwoju koncepcji łańcucha dostaw, podjęto próbę zdefiniowania modelu cyfrowego łańcucha dostaw, a także opisano uwarunkowania rozwoju koncepcji zarządzania produktem w dobie transformacji cyfrowej łańcucha dostaw. Na podstawie zaprezentowanego studium przypadku oraz rezultatów ilościowego badania empirycznego w triadach autorka podała rekomendacje oraz zidentyfikowała przyszłe kierunki rozwoju dotyczące procesu zarządzania produktem w łańcuchu dostaw w dobie transformacji cyfrowej. Monografia jest skierowana do pracowników naukowo-dydaktycznych uczelni wyższych, studentów, menedżerów produktów oraz zarządzających łańcuchami dostaw.