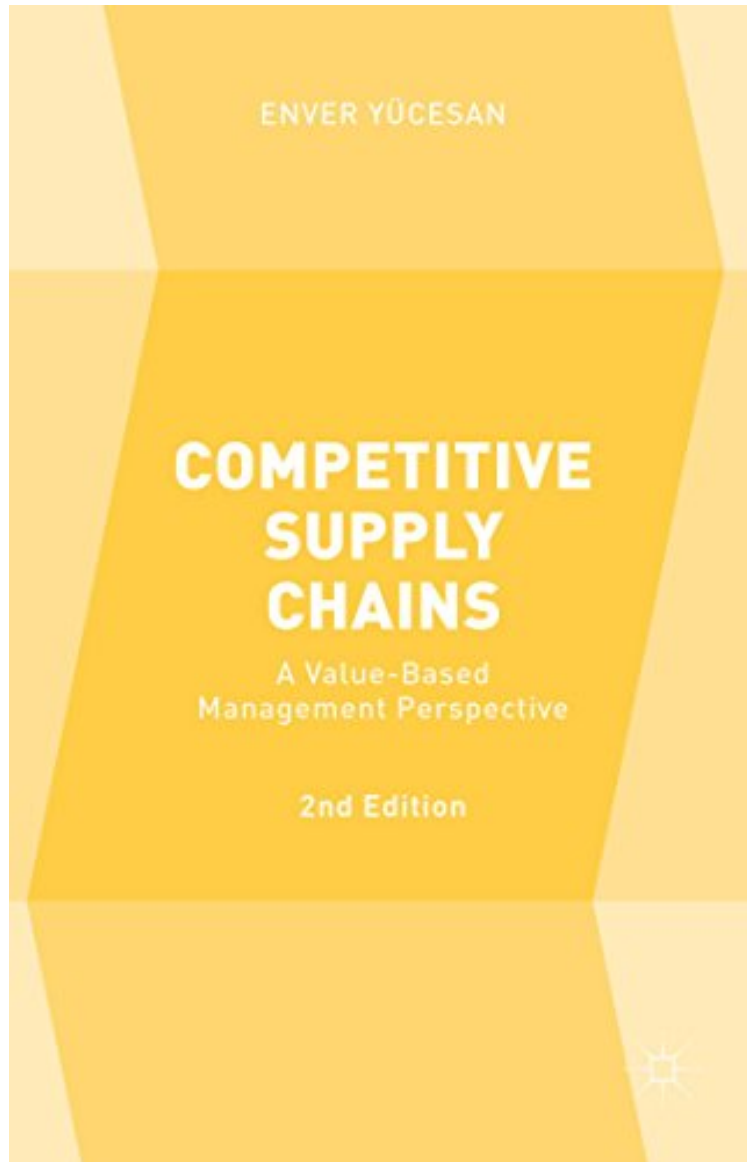


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About the Author Enver Yuuml;cesan is Professor of Operations Research at INSEAD, France. His main teaching and research activities focus on manufacturing, telecommunications and service environments. He is a specialist in computer simulation with an emphasis on large-scale industrial applications and performance analysis. He has also been actively involved in numerous supply chain rationalization efforts in the automotive, white goods, electronics, petrochemical and healthcare industries, as well as e-commerce initiatives.