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fundamentals of logistics management provides a unique opportunity to leverage high profile quality authorship into a market segment that has had little prior access to it this text approaches logistics from a marketing perspective which is unique to its

competitors it also integrates the area of marketing accounting finance and manufacturing within the text

this book designed for the mba courses in india discusses the concept tools and techniques of logistics and supply chain management which help students understand how good logistics and supply chain management helps a firm to sustain competitive advant

fierce competition in today s global market provides a powerful motivation for developing ever more sophisticated logistics systems this book written for the logistics manager and researcher presents a survey of the modern theory and application of logistics the goal of the book is to present the state of the art in the science of logistics management as a result the authors have written a timely and authoritative survey of this field that many practitioners and researchers will find makes an invaluable companion to their work

this new book logistics management blends traditional logistics activities with the current developments in business that have made logistics a critical element for business success it adopts a customer or marketing focus to the subject of logistics and the wider concept of supply chain management by recognizing that customer satisfaction is the primary output of logistics activities the theme of global logistics integrated throughout the current edition will also continue and will be enhanced by discussion of the dichotomy that the european market represents both a common and global environment publisher s description

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logistics principles practice is a general introduction to the subject this specialized field is fast moving fulfilling orders on time is of crucial importance in the modern age of

internet economy and just in time production besides dealing with the logistics of purchasing production and distribution the book also examines common ground with marketing quality and production design this integrated approach ensures that important topics such as e business crm process design e procurement enterprise resource planning and e logistics are given prominent coverage this textbook can be used as core reading for all students of logistics and operations management

learn how to plan operate and optimize a supply chain that delivers maximum value the handbook of logistics and distribution management is the definitive guide for students operations leaders and logistics professionals who want to master strategy planning and execution in today s fast changing environment now in its eighth edition this comprehensive resource blends strategic insight with step by step tactical guidance supported by real world data flow charts and worked examples from the authors hands on experience it covers everything from setting up and managing supply chains to leveraging the latest technologies and driving sustainable performance you ll learn how to design and operate efficient resilient and sustainable supply chains apply ai data analytics and digital tools to optimize performance manage logistics networks inventory transport and distribution channels translate strategic goals into practical measurable actions featuring new insights into digital transformation ai blockchain and the future of sustainable operations plus online resources including lecture slides infographics and acronyms this book equips readers to make smarter decisions deliver results and strengthen their professional impact themes include supply chain strategy logistics optimization distribution management sustainable operations ai in logistics digital transformation

designed for students young managers and seasoned practitioners alike this handbook explains the nuts and bolts of the modern logistics and distribution world in plain language illustrated throughout this second edition includes new chapters on areas previously not covered such as intermodal transport benchmarking environmental matters and vehicle and depot security

notable changes occurring in the global marketplace since the publication of the first three editions of this book 1982 1987 and 1993 have included e commerce and widespread use of the internet growth of supply chain management a continued explosion of computer and information technology worldwide development of 24 hour

markets with many organizations operating worldwide and a continued corporate emphasis on quality and customer satisfaction trade agreements such as north america free trade agreement nafta european union asean and mercosur have enabled corporations to implement regional if not entirely global logistics strategies the fourth edition of strategic logistics management has been significantly expanded to reflect these and the many other changes that have occurred as well as to include state of the art logistics information and technology the basic tenets of the previous editions have been retained but new material has been added to make the book more managerial integrative and cutting edge strategic logistics management is still the only text that takes a marketing orientation and views the subject from a customer satisfaction perspective while emphasizing the marketing aspects of logistics it integrates all of the functional areas of the business as well as incorporating logistics into supply chain management this book has been extensively revised and updated in the areas of technology global coverage and transportation this book features brand new chapters on supply chain management ch 2 and measuring and selling the value of logistics ch 17

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this title incorporates si units along with corresponding u s customary system units it is valuable for anyone preparing for the certified professional logistician exam it is useful to both the military and commercial sectors

this book provides an overview of important trends and developments in logistics and supply chain research making them available to practitioners while also serving as a point of reference for academicians operations and logistics are cornerstones of modern supply chains that in turn are essential for global business and economics the composition character and importance of supply chains and networks are rapidly changing due to technological innovations such as information and communication technologies sensors and robotics internet of things and additive manufacturing to name

a few often referred to as industry 4.0 societal developments such as environmental consciousness urbanization or the optimal use of scarce resources are also impacting how supply chain networks are configured and operated as a result future supply chains will not just be assessed in terms of cost effectiveness and speed but also the need to satisfy agility resilience and sustainability requirements to face these challenges an understanding of the basic as well as more advanced concepts and recent innovations is essential in building competitive and sustainable supply chains and as part of that logistics and operations these span multiple disciplines and geographies making them interdisciplinary and international therefore this book contains contributions and views from a variety of experts from multiple countries and combines management engineering as well as basic information technology and social concepts in particular it aims to provide a comprehensive guide for all relevant and major logistics operations and supply chain management topics in teaching and business practice address three levels of expertise i.e. concepts and principles at a basic undergraduate level more advanced topics at a graduate level and finally recent state of the art developments at a research level in particular the latter serve to present a window on current and future potential logistics innovations in the different thematic fields for both researchers and top business practitioners integrate a textbook approach with matching case studies for effective teaching and learning discuss multiple international perspectives in order to represent adequately the true global nature of operations logistics and supply chains

to retain their market share in today's competitive business companies are coming up with high value low price products to cut their costs they are striving hard to identify the cash consuming areas in their operations logistics is one of them as its scope ranges from the procurement and management of the raw materials through to the delivery of the final product this book now in its second edition continues to provide theoretical and practical expertise in logistics management the book begins with an introduction to the elements of logistics management and then moves on to explain operating objectives of integrated logistics barriers to internal integration and principles of logistics information it also deals with forecasting inventory management policies warehousing and highlights various aspects of logistics management and logistical organization the book contains case studies in the Indian context to give a practical flavour to the subject in this edition two new chapters namely materials handling and packaging and integrated global logistics are included to widen the scope of the subject primarily

intended to fulfil the requirements of the students of logistics management the text may well serve the needs of practising professionals also

logistics is an essential introduction for any business student studying logistics or supply chain management it takes a broad view of logistics exploring all the main concepts within a wide business context with a strong focus on application and practical situations this clear and well written text gives a very up to date perspective on this fast moving field it explores the management of logistics and its strategic role within an organization while examining new developments in the field and providing an international dimension to the subject

an understanding of logistics is of primary importance in the modern business world and this text allows students and businesspeople alike to become comfortable with the fundamentals of this discipline in its explanation of logistics the process of moving a commodity or service from customer order to consumption this guide provides insight into every step of the process from order processing and purchasing to packaging and warehousing tips are included for integrated logistics customer service materials flow and strategic logistics plans

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