



Supply Chain Logistics Management (Irwin Operations/Decision Sciences)

By Donald Bowersox, David Closs, M. Bixby Cooper



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The Fourth Edition of *Supply Chain Logistics Management* presents Logistics in the context of integration within a firm's Supply Chain Strategy and Operations. The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two. Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance measurement, and concludes with the challenges of managing risk and achieving sustainability.

An essential feature of the overall presentation is the integration of topical materials and examples into the Supply Chain Logistics value creation process. Text materials are supported by study and challenge questions as well as contemporary cases. The overall presentation integrates the discussion of information technology throughout the text. Illustrations and examples highlight how firm's deal with operational challenges and use logistics performance to gain competitive advantage.



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- Sales Rank: #112694 in Books
- Brand: Brand: McGraw-Hill/Irwin
- Published on: 2012-01-25
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .90" w x 8.30" l, 2.38 pounds
- Binding: Hardcover
- 496 pages

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Editorial Review

About the Author

Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics Management and Strategic Marketing Channel Management published by McGraw Hill. His research has focused on logistics best practices in customer service and in performance measurement. He also served for four years on the Executive Board of the International Customer Service Association as Head of the Research and Education Committee.

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