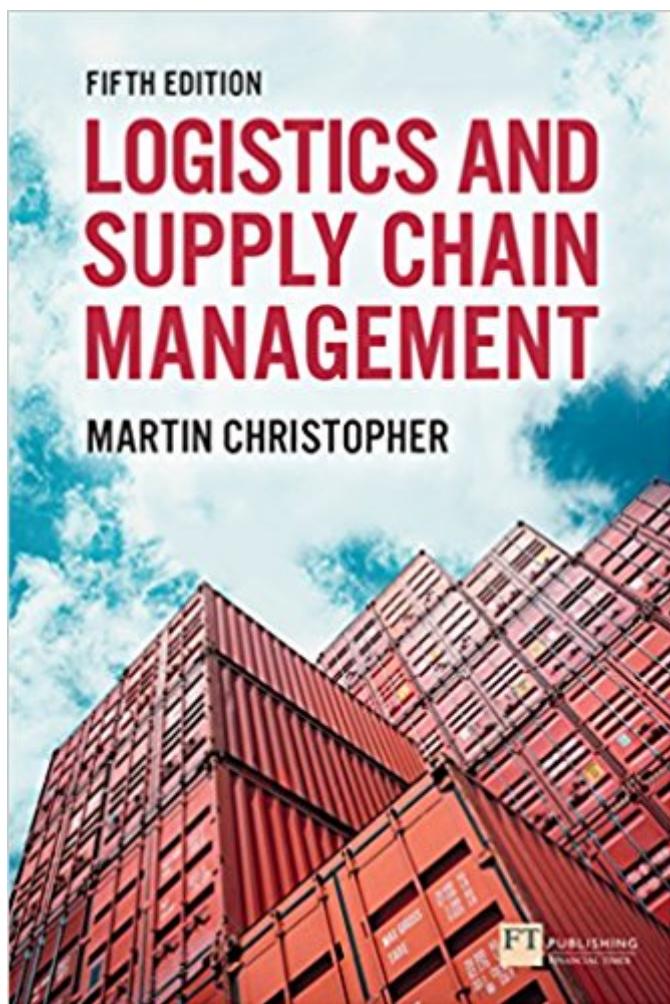


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Logistics & Supply Chain Management



Synopsis

The UKâ™s bestselling book on logistics and supply chain management â“ over 100,000 copies sold.â Effective development and management of supply chain networks helps businesses cut costs and enhance customer value. This updated 5th edition is a clear guide to all the key topics in an integrated approach to supply chains.â As well as new and updated examples and case studies, there are two new chapters:Routes to Market: Many companies now have to manage multiple distribution channels - this chapter covers strategic issuesâ on how companies âœgo to marketâ • along with the cost implications of using alternative channels.Service Logistics: As companies begin to sell performance rather than physical product, this chapter explores the implications for logistics management as the need to provide higher levels of service and customer support becomes ever more critical.

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Customer Reviews

As might be expected from such an eminent voice in the L&SCM space, Martin has updated his

seminal book with the latest science and thinking in this space. Essential reading for those entering the field and wanting a text which is up to date and written to understand,

Good Read, however I used to owe an old edition which was printed better and hardcovered.

Excellent book!

The book provides important information on SCM

everything was good just I hate buying books

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