

Supply Chain Logistics Management Bowersox

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the fifth 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 by 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 organisational collaboration performance measurement and concludes with the challenges of managing risk and achieving sustainability an essential feature 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 discussion of it is integrated throughout and illustrations and examples highlight how firms deal with operational challenges and use logistics performance to gain competitive advantage

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 firms deal with operational challenges and use logistics performance to gain competitive advantage

supply chain logistics management is exciting and promises to bolster traditional logistics courses and invigorate supply chain management courses by examining traditional logistics issues within the context of the supply chain most textbooks approach this subject from a limited perspective studying only internal functions of an organization to the exclusion of issues that relate to the entire supply chain supply chain logistics management provides a solid foundation that clearly describes the role of logistics within the supply chain portraying a complete view of the subject and going farther to show how all the pieces fit together

over the last eight decades the discipline of business logistics has advanced from the warehouse floor and transportation dock to the boardroom of leading global enterprises and to the front porch of nearly every residence in the world we have had the opportunity to be actively involved in this evolution through research education advising and doing supply chain logistics management encompasses the development and fundamentals of the logistics discipline within a supply chain framework it also presents our vision for the future of business logistics and supply chain management and their roles in enterprise competitiveness

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benefit from the practices of the best logistics managers one of the nation s top authorities on logistics management presents a focused interpretation of research findings to help managers improve logistical competency within their organizations zeroing in on the best practices of successful logistic managers and well supported by statistical evidence this handbook provides a

sequential model as well as extensive coverage of electronic data interchange in the logistics process you will find out why logistics must play an increasingly critical role in overall corporate strategy in the coming years and why its managers must learn to better manage change special emphasis is placed on the development of strategic alliances to increase corporate speed and quality throughout the eight chapters an action oriented case dialogue facilitates interest and ease of reading

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