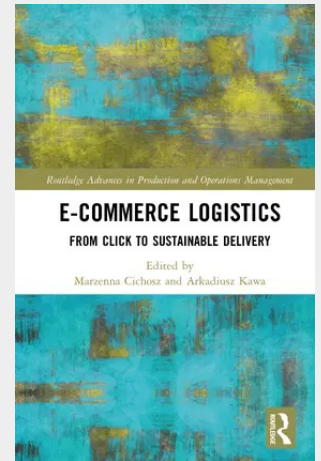


E-Commerce Logistics

From Click to Sustainable Delivery

This book offers a comprehensive, forward-looking analysis of logistics in the digital shopping era. It explores the journey of products from virtual shopping carts to consumers' hands (how they are stored, packed, shipped, returned, reused, and delivered) with a strong focus on digitalization and sustainability. Readers will gain a well-rounded understanding of the operational, technological, and strategic challenges that shape modern e-commerce logistics. Each chapter tackles a different segment of the value chain – from fulfillment and last-mile delivery to reverse logistics and re-commerce – combining academic insights with real-world case studies and industry data. This book addresses contemporary topics, such as cross-border e-commerce logistics, platform-driven logistics models, omnichannel strategy, UX design for returns, digital transformation, digital product passports, the circular economy, and the environmental and social impacts of packaging and transportation. Particular attention is given to emerging solutions for sustainable urban freight transport, such as microhubs and collaborative city logistics initiatives, as well as to the role of stakeholders, including retailers, logistics providers, regulators, and urban communities, in shaping more sustainable logistics systems. Its interdisciplinary approach, blending qualitative research with practical application, provides actionable insights for optimizing logistics performance while advancing sustainability goals. With clear language and evidence-based approach, this book bridges the gap between theory and practice, offering guidance for navigating the next decade of logistics in an increasingly digital, climate, and socially conscious marketplace shaped by global platforms, cross-border trade, and evolving regulatory frameworks. It is essential reading for logistics researchers, professionals, e-commerce managers, academics, policymakers, and students seeking to understand the complexity and evolution of digital commerce. Chapter 1 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution-Non Commercial-No Derivatives (CC BY-NC-ND) 4.0 license.

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