

Logistics

Principles and Practice

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.

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