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Two Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part Three.

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global supply chain are discussed
in Part Three.

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Logistics Management eBook ...
Supply chain operations require
managerial processes that span
across functional areas within

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individual firms and link trading partners and customers across organizational boundaries.

Logistics, in contrast to supply chain management, is the work required to move and position inventory throughout a supply chain.

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Management Paperback -

International Edition, January 1,

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Study of the five logistics
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Two.

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complete view of the subject and
extending to show how all the
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Promised Land". ...
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Management (McGraw-Hill/Irwin

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It is impossible to take a bite from
a Big Mac at any McDonald's
franchise and not be blown away

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by this giants' incredible success. McDonald's supply chain is largely responsible for its amazing success and continued growth. The amount of strategy and planning that goes into McDonald's logistics must be simply staggering.

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McDonald's Supply Chain
Management is The Secret to
Their ...

Associate Professor in the
Department of Marketing and
Supply Chain Management at
Michigan State University. He is

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co author of three texts on
distribution and logistics,
including World Class Logistics:
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Continuous Change published by
the Council of Logistics
Management and Strategic
Marketing Channel Management

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published by McGraw Hill. David

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Management: Bowersox, Donald,
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Most textbooks approach this
subject from a limited
perspective, studying only

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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,

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portraying a complete view of the subject and going farther to show how all the pieces fit together.

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Associate Professor in the

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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
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the Council of Logistics Management and Strategic
Marketing Channel Management
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Donald J. Bowersox is an essential introduction for any business student studying logistics or supply chain management. It takes a broad view of logistics, exploring all the main concepts within a wide business context, with a strong

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focus on application and practical
situations.

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87 4.3 Different shapes of supply

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the bottleneck 92 4.6 Summary of

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operational components in Part
Two.

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A broad general introduction to all

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essential aspects of logistics and supply chain management, set within the wider business context. The book uses well-developed pedagogy and numerous case studies, guiding the reader through the subject by retaining a strong focus on the application of

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theory and practical situations.

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Supply Chain Management: An
Introduction to Logistics by ...

Donald Waters has written
several books on logistics and
operations management. He is a
chartered member of the Institute

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of Logistics and Transport and a Fellow of the Chartered Institute of Transport. He has lectured extensively in the area and was until recently Professor of Operations Management at the University of Calgary, Canada.

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