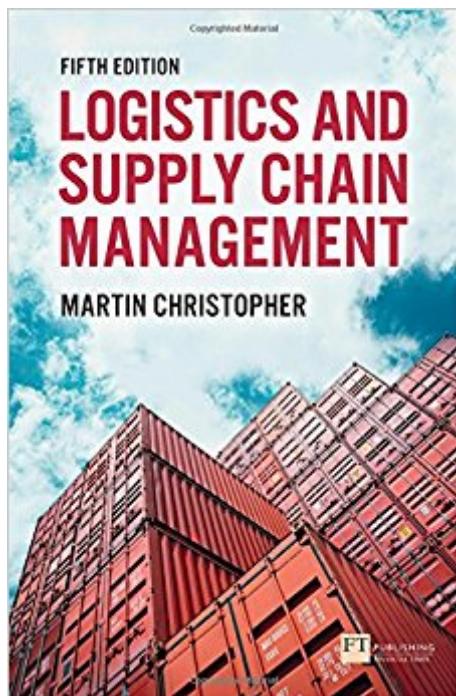


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Logistics & Supply Chain Management (5th Edition)



Synopsis

The UK's bestselling book on logistics and supply chain management – over 100,000 copies sold. 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. 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 issues on how companies "go to market" 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.

Book Information

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A critical concern for every business, effective logistics and supply chain management is key to achieving competitive advantage. Better development and management of your supply chain network will not only cut costs but enhance your customer value. And in today's volatile marketplace, supply chains need to be more flexible and capable of adapting to change than ever. In fact, the real competition today is not between companies but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationships, sustainability and product design, as well as the logistics of procurement, distribution

and fulfilment. Logistics & Supply Chain Management provides you with the core tools, processes and initiatives you need to stay one step ahead. The fifth edition of this bestselling book has been completely updated: as well as additional examples and case studies throughout, there are two new chapters covering: GOING TO MARKET – how to maximise and innovate your delivery channels and SERVICE LOGISTICS – how to adapt your supply chains to the service economy. A definitive text from a true authority. It provides both the student and the professional with ideas, processes and tools to deliver sustainable competitive advantage to their organisation.

Yossi Sheffi, Director, MIT Center for Transportation and Logistics

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It's well worth reading.

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Alan Braithwaite, Chairman, LCP Consulting and Visiting Professor, Cranfield Centre for Logistics and Supply Chain Management

Martin Christopher is Emeritus Professor of Marketing & Logistics at Cranfield School of Management. He also chairs the Advisory Board of the internationally renowned Centre for Logistics and Supply Chain Management. Martin's work in the field has gained international recognition & he's a regular contributor to conferences and workshops around the world.

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,

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Excellent book!

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