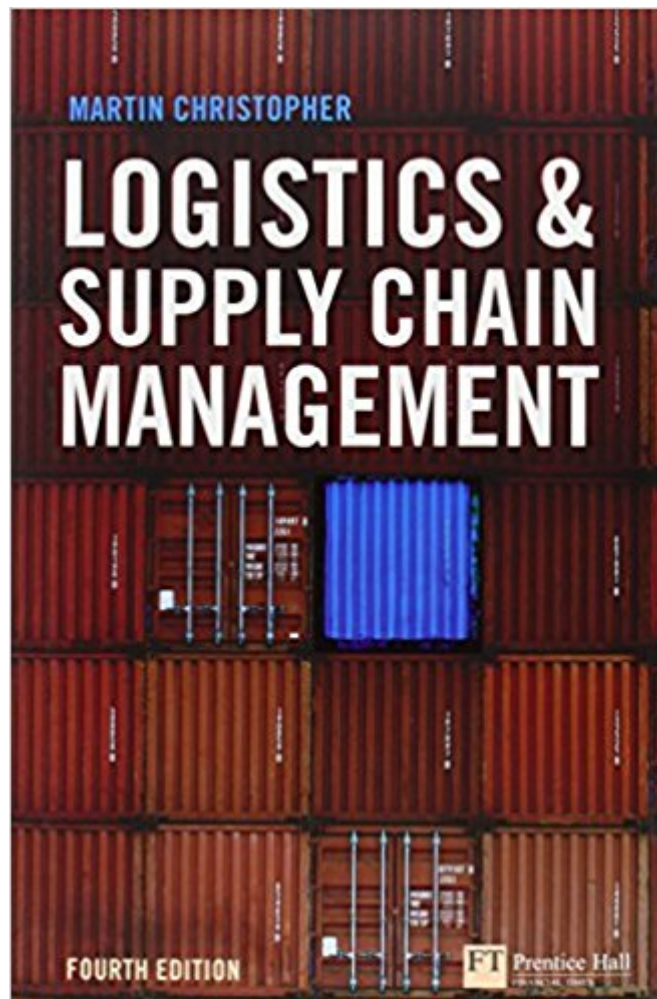


The book was found

Logistics And Supply Chain Management (4th Edition) (Financial Times Series)



Synopsis

Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling *Logistics and Supply Chain Management* is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

Book Information

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Customer Reviews

This book was my first introduction to the fields of logistics and supply chain management as the textbook for my graduate-level international logistics class. What I like most about this book is that Martin Christopher is concise. Christopher created a book that, while compact, conducts a wide-reaching overview of the subject. There is room for Christopher to delve deeper into certain topics, but his avoidance is what makes the book highly accessible. I highly recommend this as an introduction to the subject for business students, MBA students, or anyone who wants to get familiar with logistics and supply chain management.

"Logistic And Supply Chain Management" is one the best books written in this field. It explores most of the issues related with the supply chain in a comprehensive and yet clear manner. It's updated with the latest concepts and approaches in the industry. This book is a must for your own personal library.

It gives a very good overview of SCM. It makes Supply Chain Management look far more simpler than it really is or has become in the last few decades. However, the depth is missing!

My professor used this book as a text book for the Logistic class. I think it is a very good book due to the price and the content. It's also provide the basis idea about logistic and supply chain, and it's very easy to understand...

Good insight into the world of Logistics and supply chain management. Well written in easy to understand wording with good illustrative examples.

To me, the above book is among the best ones in the area of supply chain and logistics management. Its content is updated and covers interesting issues like the conflicts between maintaining a JIT philosophy and having an effective supply chain.

Pay close attention to the accounting points Martin makes. This is a fantastic book for both academia and professional world of supply chain and logistics.

This book is very suitable for both graduate and undergraduate courses. It is easy to understand and it is comprehensive for people who wants to have a general idea about the subject without involving much mathematical calculations.

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