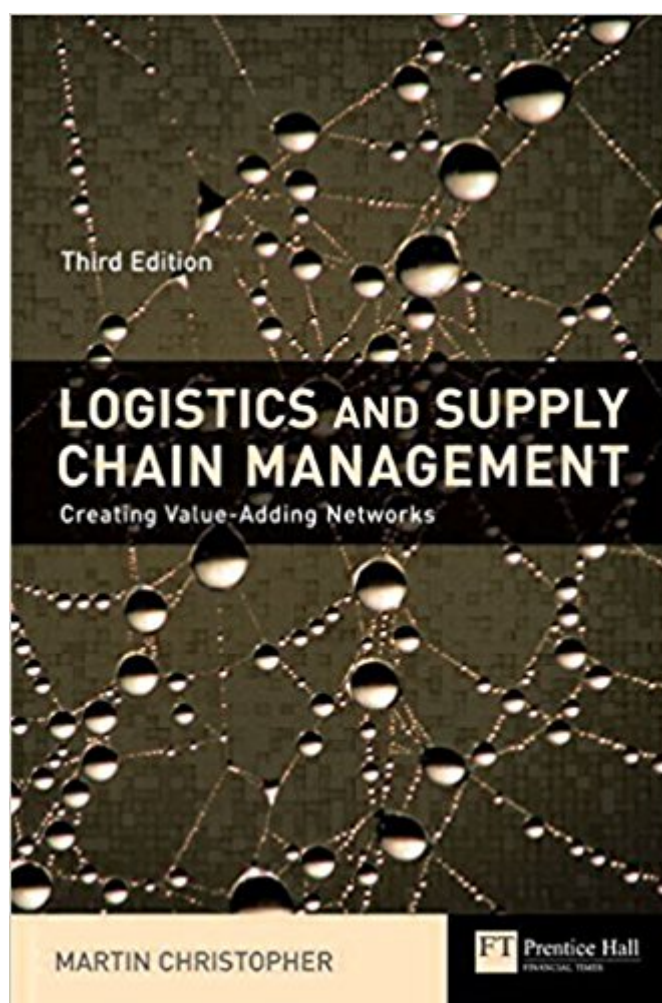


The book was found

Logistics & Supply Chain Management: Creating Value-adding Networks (3rd Edition)



Synopsis

This classic text discusses the role of logistics in achieving corporate and financial goals. It has become the bible of the logistics sector and a frequently-adopted text at top business schools. A proven market leader. Guaranteed high price seller. Successful crossover into practitioner and academic markets. Essential reading for logistics/operations managers and increasingly, managing the chain of demand is a growing area within marketing. Written by a top author and consultant in the field. New chapters on logistics value, integrated logistics, network logistics. Updated case studies throughout, from full international range of industries and companies including Dell, Wal-mart (vs K-Mart), Zara, GE Capital, Li & Fung (Hong Kong), Hewett Packard, Dyson and Nokia. Enhanced by diagrams and chapter summaries.

Book Information

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Customer Reviews

Logistics and Supply Chain Management - Creating Value-Adding Networks - Develop and exploit logistics strategies - In today's highly competitive global marketplace, the pressure on organizations to find new ways to create and deliver value to customers grows ever stronger. There is a growing recognition that it is through logistic efficiency and effective management of the supply chain that the twin goals of cost reduction and service enhancement can be achieved. Enhanced by diagrams, case-studies and chapter summaries, Logistics and Supply Chain Management looks at the tools, core processes and initiatives to ensure businesses gain and maintain their competitive advantage. Key topics covered by Logistics and Supply Chain

Management include: the idea of a service-driven logistics system based upon identified service priorities and a customer base segmented according to service requirements the many ways in which logistics can impact on overall return on investment and, ultimately, shareholder value logistics performance indicators: the concept of competitive benchmarking and the principles behind the balanced scorecard globalization: structuring a global logistics network, outsourcing and the co-ordination of network partners the logistics implications of JIT and how developments in information technology have been harnessed to access its power. New to this edition: new chapters on logistics and customer value, integrated logistics and network logistics more emphasis on responsiveness, reflecting increased volatility of demand in many markets new chapter on managing risk in the supply chain Responsiveness, reliability and relationships the basis for successful logistics and supply chain management.

Martin Christopher is Professor of Marketing and Logistics at Cranfield School of Management. His work in the field of logistics and supply chain management has gained international recognition. He has published widely, his recent books include Logistics and Supply Chain Management and Marketing Logistics. He is also co-editor of the International Journal of Logistics Management and is a regular contributor to conferences and workshops around the world. At Cranfield, Martin Christopher chairs the Centre for Logistics and Supply Chain Management, the largest activity of its type in Europe. In addition to leading a number of on-going research projects in logistics and supply chain management, Martin Christopher is active as an advisor to many organisations and is non-executive director of a number of companies. In 1988 he was awarded the Sir Robert Lawrence Gold Medal for his contribution to logistics education and in 1997 was given the USA Council of Logistics Management's Foundation Award.

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.

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!

The exact book I needed.

After reading various textbooks on logistics, quantitative analysis and strategy, this book was very refreshing, in large part from the fact that it is a short and non-technical book. The title of my review says it all, this book is summary for busy people wanting to get some insights into what is going on in logistics and organizational theory. I got through the book in two readings, which is a very valuable aspect for busy people. Still, despite being brief, it touches on most important aspects, and points you to further areas of importance if what you read here makes you want to change things in your organization. So: Not technical, easy read, 4 stars instead of 5 because it is too brief to be truly useful for those that actually want to learn the subject-matter.

No issues

"Logistic And Supply Chain Management" is one of 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.

Too broad and too repetitive. It's fine to just read it, but it's very hard to prepare for certification test with this book.

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

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