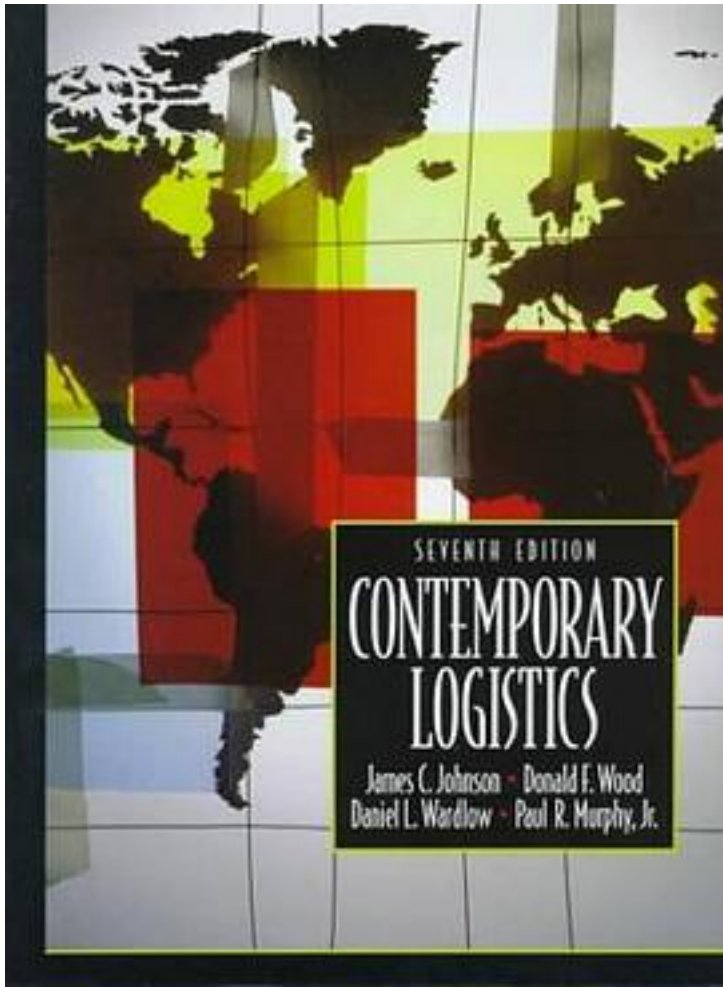


Contemporary Logistics (7th Edition)



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Using real-world case studies throughout, this exploration of contemporary</U> logistics describes the entire supply channel system -- from inbound movement of

freight through materials management to physical distribution to customers. Highlights topics that affect logistics channels management -- including customer service, packaging, inventory management, traffic management, and creating "value-added" linkages in the supply chain. Considers both domestic and international logistics. Explains how to analyze, design, and implement a logistics system -- including logistics systems controls and reengineering logistics systems. Integrates cases based on real-world examples throughout to illustrate the nature of logistics and the problems faced in daily operations. For anyone involved in logistics, physical distribution, or materials management.

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