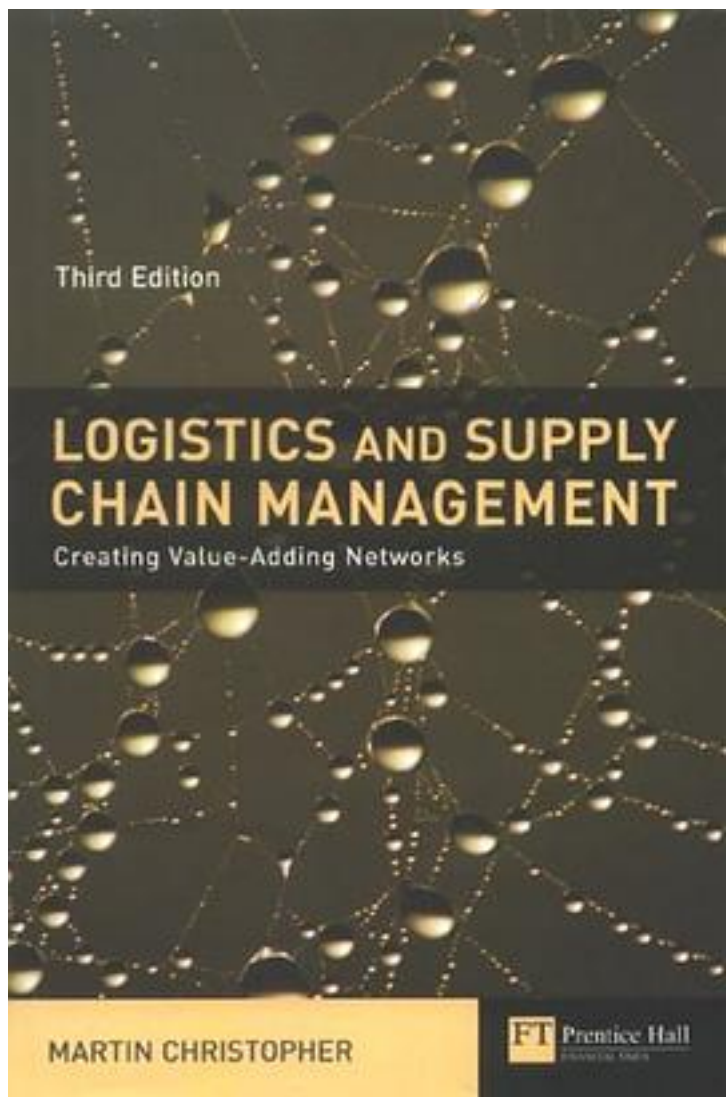


Logistics & Supply Chain Management



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著者:Martin Christopher

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在线阅读本书

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 through logistic efficiency and effective management of the supply chain both cost reduction and service enhancement can be achieved. The goal of supply chain management is to link the marketplace, the distribution network, the manufacturing process and the procurement activity in such a way that customers are serviced at higher levels and yet at a lower total cost. In this book, Martin Christopher discusses the role of logistics in achieving these goals. He outlines the role of logistics in using service levels to segment markets, exploring appropriate measures to assess logistics productivity and service performance. This practical guide provides information on auditing logistic systems and describes how greater responsiveness in the supply chain can be achieved through lead time reduction.

作者介绍:

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标签

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logistics

教材

SCM

管理

论文参考

LogisticsEngineering/MyProject

美国

评论

不算很technical，10年前的书了，内容比较保守。

。。。还可以吧，但是时间有点远了几年前的东西，但是预测了一些东西。。。和现在这本相比，现在看的这本是在此本的基础上走的。。。

martin Christopher cranfield school of management (w/ papers)

第一本英文原版专业书，读时费劲的一比，主要目的是积累词汇。

我会说有人为了考试 直接把整本书都啃了嘛！！！不考70分怎么对得起这本书！！！！

活活读死我……

克兰菲尔德教授的书，值得一读

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书评

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