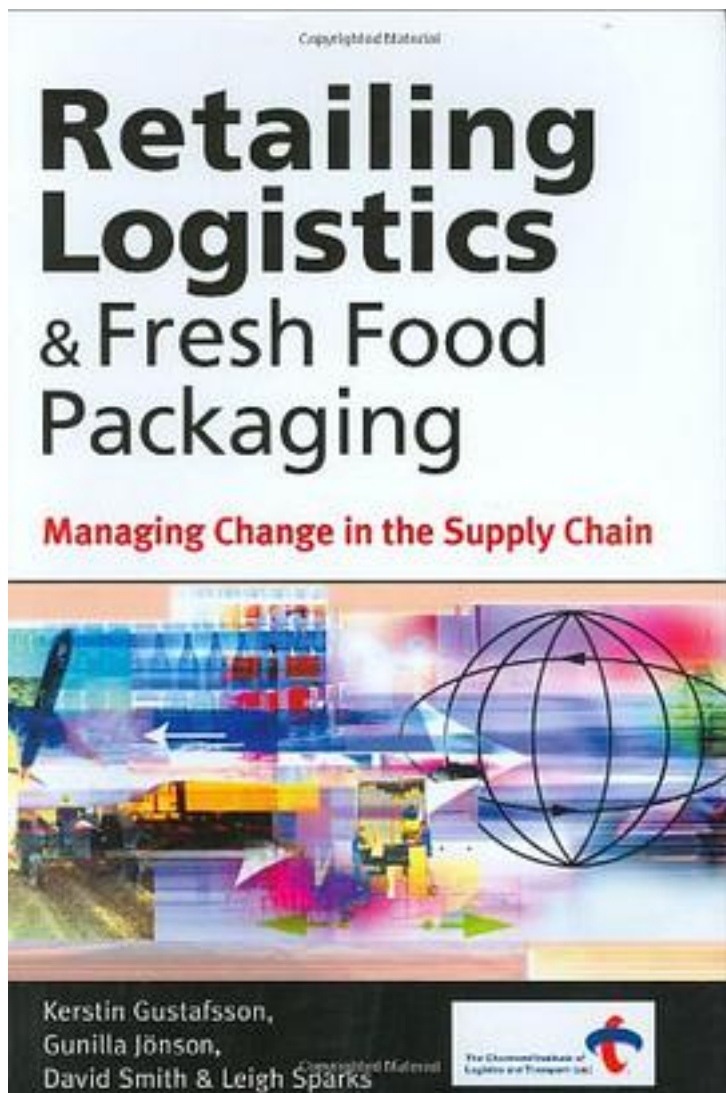


Retailing Logistics & Fresh Food Packaging



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The supply of fresh food is being transformed: retailers are gaining increasing power and control from manufacturers and the location and nature of production is evolving. The international practitioner and academic author team analyse state of the art packaging logistics for fresh food retailing and draw on primary research in the UK, Europe and the USA. It demonstrates the benefits to be gained from adopting new techniques and provides lessons on how to achieve successful implementation. It will help organizations and academics understand the changes and opportunities in modern fresh food supply chains and how to overcome the challenges.

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