DESCRIPTION

This second edition of Global Logistics Management has been thoroughly revised and updated, and new examples have been added reflecting recent developments in the field. This new edition:

• Helps readers to understand and appreciate the power of managing logistics for profit and competitive advantage
• Educates readers about the nature of individual logistics activities and how they can be woven together
• Contains a global focus throughout, with examples drawn from various parts of the world
• Has been thoroughly revised and updated throughout to keep it current
• Now includes new examples reflecting recent developments and current preoccupations, including security and global instability.

Visit the accompanying website at www.blackwellpublishing.com/gourdin to download PowerPoint slides to supplement the book.
ABOUT THE AUTHOR

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FEATURES

• A second edition of this clear and straightforward introduction to global logistics management.

• Helps readers to understand and appreciate the power of managing logistics for profit and competitive advantage.

• Educates readers about the nature of individual logistics activities and how they can be woven together.

• The focus throughout is global, and examples are drawn from various parts of the world.

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• Now includes new examples reflecting recent developments and current preoccupations, including security and global instability.

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