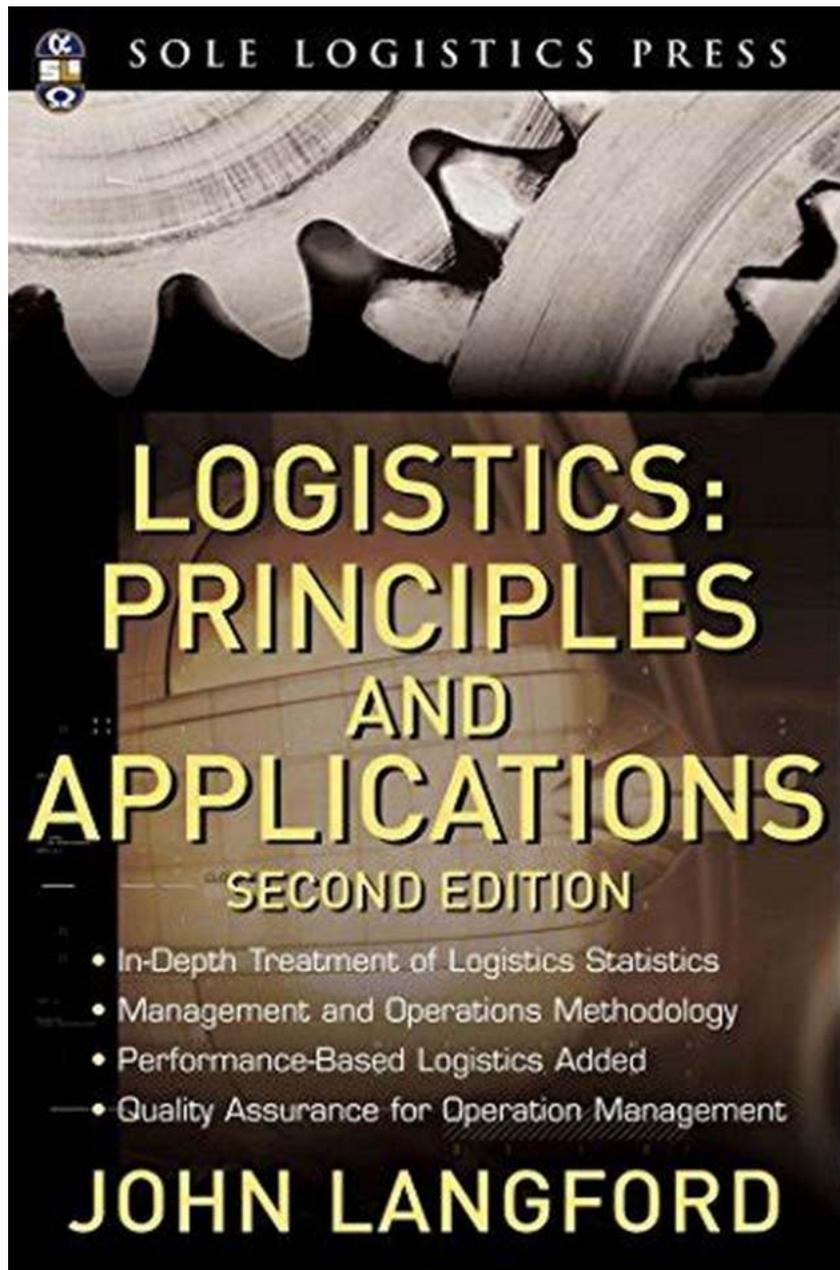


Principles And Applications 2nd Ed Mcgraw Hill Logistics: A Comprehensive Guide to Modern Supply Chain Management

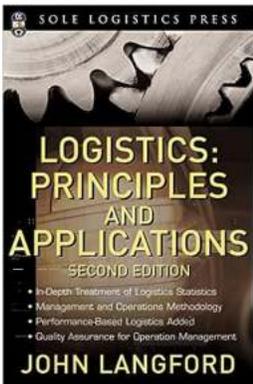


Have you ever wondered how products reach you from the manufacturing plant?
Or how online retail giants manage to deliver thousands of packages every day?

The answer lies in logistics, an integral part of supply chain management.

to Logistics

Logistics involves the planning, execution, and control of the movement and storage of goods, services, and related information from the point of origin to the point of consumption. Effective logistics can have a significant impact on a company's overall performance and customer satisfaction.



Logistics: Principles and Applications, 2nd Ed. (McGraw-Hill Logistics Series)

by John W. Langford (2nd Edition, Kindle Edition)

★★★★☆ 4.2 out of 5

Language : English

File size : 8778 KB

Text-to-Speech : Enabled

Word Wise : Enabled

Print length : 570 pages



The book "Principles And Applications 2nd Ed McGraw Hill Logistics" by John J. Coyle, C. John Langley Jr., Robert A. Novack, and Brian J. Gibson is a comprehensive guide to understanding the principles and applications of logistics in today's rapidly changing business environment.

Key Topics Covered

This second edition of the book covers various essential topics related to logistics, including:

- Logistics and Supply Chain Management Concepts

- Customer Relationship Management
- Order Management
- Warehousing and Material Handling
- Transportation Management
- Global Logistics and Supply Chain Management
- Supply Chain Network Design and Facility Layout
- Inventory Management
- Purchasing and Supplier Management
- Performance Measurement and Continuous Improvement

The Value of the Book

"Principles And Applications 2nd Ed Mcgraw Hill Logistics" offers valuable insights into the significance of logistics in modern businesses. It provides readers with real-world examples, case studies, and relevant industry data to enhance their understanding of the subject.

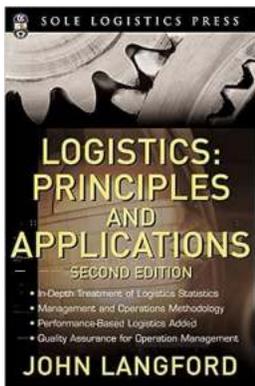
With the help of this book, readers can develop a solid foundation in logistics and supply chain management. It equips them with the necessary knowledge and skills to analyze and solve complex logistics problems in various industries.

Who Should Read This Book?

This book is suitable for students pursuing degrees in operations management, supply chain management, logistics, or related fields. It is also beneficial for professionals working in these areas who want to expand their knowledge and keep up with the latest trends in logistics.

"Principles And Applications 2nd Ed Mcgraw Hill Logistics" is a comprehensive guide that provides a detailed understanding of the principles and applications of logistics. It serves as a valuable resource for students and professionals alike, enabling them to excel in the field of logistics and supply chain management.

So, if you are interested in exploring the world of supply chain management and want to gain a competitive edge in today's business landscape, grab your copy of "Principles And Applications 2nd Ed Mcgraw Hill Logistics" now!



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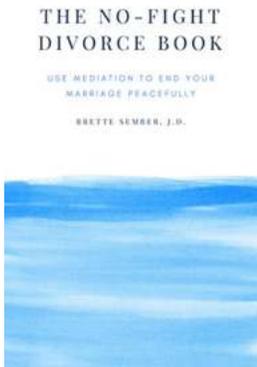


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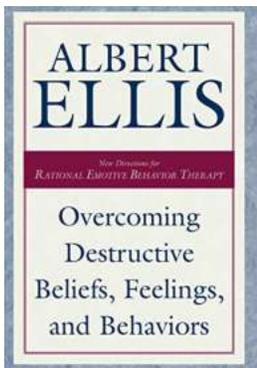
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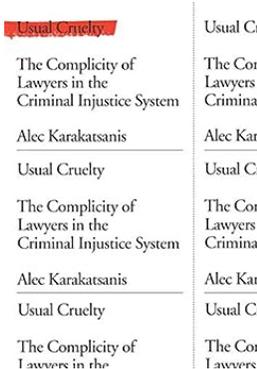
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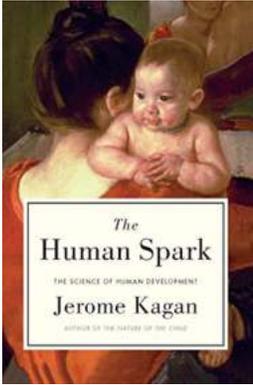
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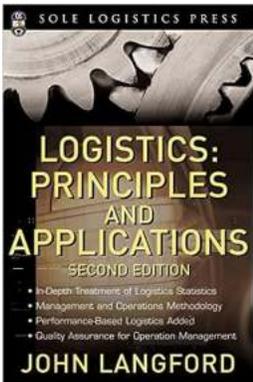
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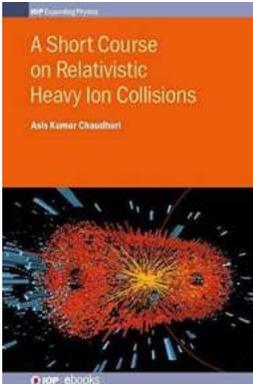
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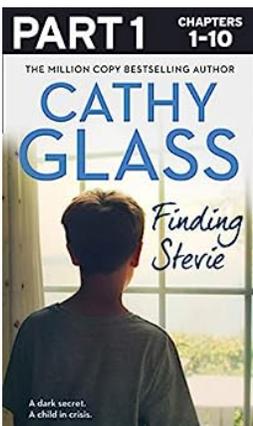
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