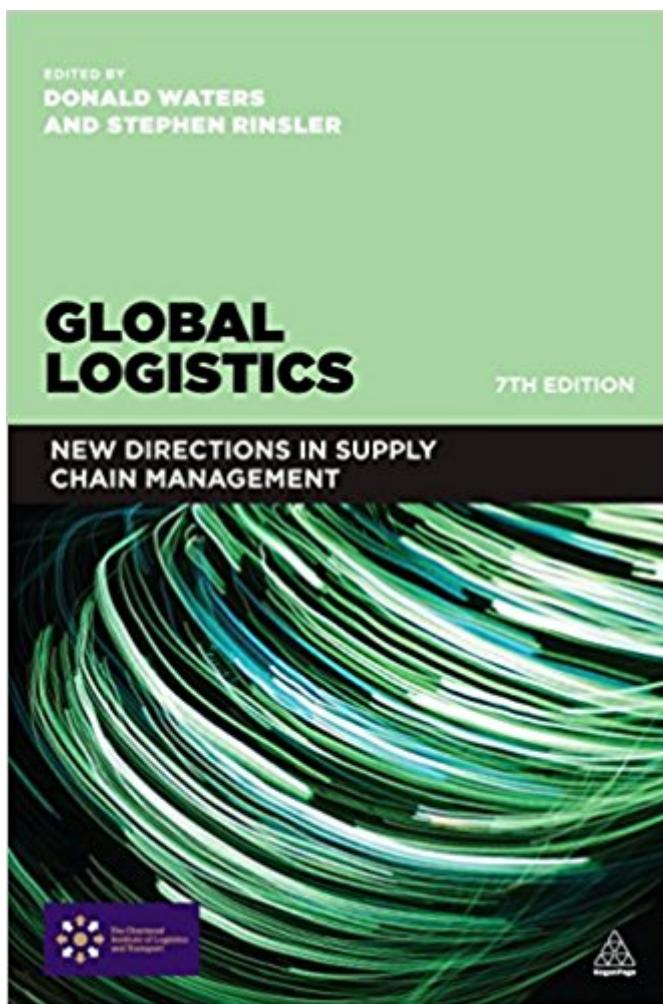


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Global Logistics: New Directions In Supply Chain Management



Synopsis

The field of logistics continues to develop at a remarkable pace. Until recently, logistics was barely considered in long-term plans of even major companies, but its strategic role is now recognised and it lies at the heart of long-term plans in almost every business. There are many reasons for this change: communications and information technology are offering new opportunities; world trade is growing; competition is forcing operations to adopt new practices and become evermore efficient; and there is increasing concern for the environment. Add to this the increased emphasis on consumer satisfaction, flexible operations and time compression, and it becomes clear why it is so important to get logistics right. Now in its 7th edition, edited by Stephen Rinsler and Donald Waters, Global Logistics has been thoroughly revised and updated to reflect the latest trends, best practices, and cutting-edge thinking on global logistics. This leading title provides guidance on important topics, including agile supply chains, IT, sustainability and performance management, collaboration, outsourcing and humanitarian logistics. The 7th edition of Global Logistics provides completely new chapters on supply chain trends and strategies, fulfilling customer needs, and supply chain vulnerability. Assessing real-world developments across the globe, there are also dedicated new chapters on China and Central and Eastern Europe. This multi-contributed edition serves as a forum for a range of acknowledged sector specialists to discuss key logistics issues and share their authoritative views. The new edition introduces new contributors, including leading thinkers from international universities and businesses (UK, USA, France, Germany, Sweden, Poland, Hong Kong). Global Logistics is an invaluable source of guidance and practical advice for students, managers and practitioners alike, who will find it an essential text they can refer to again and again.

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