



Supply Chain Logistics Management

By Donald Bowersox, David Closs, M. Bixby Cooper

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Supply Chain Logistics Management is exciting and promises to bolster traditional logistics courses and invigorate supply chain management courses, by examining traditional logistics issues within the context of the supply chain. Most textbooks approach this subject from a limited perspective, studying only internal functions of an organization to the exclusion of issues that relate to the entire supply chain. Supply Chain Logistics Management, provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and going farther to show how all the pieces fit together.

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Bibliography

- Sales Rank: #1827501 in Books
- Published on: 2002-01-11
- Original language: English
- Number of items: 1
- Dimensions: 10.10" h x 1.30" w x 8.10" l,
- Binding: Hardcover
- 678 pages

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