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Collana	Always Learning
Disciplina	658.5
Soggetti	Physical distribution of goods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes indexes.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Brief Contents -- Contents -- Preface -- Part I: Overview of Logistics -- Chapter 1: An Overview of Logistics -- Economic Impacts of Logistics -- Logistics: What It Is -- The Increased Importance of Logistics -- A Reduction in Economic Regulation -- Changes in Consumer Behavior -- Technological Advances -- The Growing Power of Retailers -- Globalization of Trade -- The Systems and Total Cost Approaches to Logistics -- Logistical Relationships within the Firm -- Finance -- Production -- Marketing -- Marketing Channels -- Activities in the Logistical Channel -- Customer Service -- Demand Forecasting -- Facility Location Decisions -- International Logistics -- Inventory Management -- Materials Handling -- Order Management -- Packaging -- Procurement -- Reverse Logistics -- Transportation Management -- Warehousing Management -- Logistics Careers -- Summary -- Questions for Discussion and Review -- Suggested Readings -- Case 1.1: KiddieLand and the Super Gym -- Appendix 1: Logistics Professional Organizations -- Chapter 2: Logistics and Information Technology -- General Types of Information Management Systems -- Office Automation Systems -- Communication Systems -- Transaction Processing Systems (TPS) -- Management Information Systems (MIS) and Executive Information Systems (EIS) -- Decision Support Systems (DSS) -- Enterprise Systems -- The Internet's Influence on Logistics -- Online Retailing -- Cloud Computing -- Information Technology Challenges -- Summary -- Questions for Discussion and Review -- Suggested Readings -- Case 2.1: Just-in-

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Sommario/riassunto

For undergraduate and graduate courses in Logistics. This market-leading text explores modern logistics from a managerial perspective characterized by geopolitical tensions in various parts of the world, steadily increasing trade among countries and across continents, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through the authors' timely, practical, thorough, and exciting coverage of the fundamentals of logistics in today's dynamic global landscape. The invaluable suggestions of reviewers, adopters, and others-coupled with the expertise of new co-author A. Michael Knemeyer-have been incorporated into this new 11th edition to provide the freshest, most up-to-date insights and perspectives. Included is a new case study plus new examples, references, and discussions throughout. The illustrative tables, figures, and key terms have been revised or updated. This program will provide a better teaching and learning experience-for you and your students. Here's how: Give Students a Solid Foundation in the Basics of Logistics: Students get a solid foundation in the basics of logistics,through the focus on the fundamentals in the book's succinct and thorough coverage, while still getting coverage of supply chain management issues. Increase Students' Understanding through Real-Life Examples: Positive real-life examples provided in the books case studies further serve to improve students' understanding of the concepts. Keep your Course Current with Today's Pressing Global Issues: Readers are brought up to date on today's pressing global issues through the authors' chapter revisions, new examples, current references, and addition of new content throughout.

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Collana	Visnyk Kharkivskoho natsionalnoho universytetu im. V.N. Karazina
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