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Sommario/riassunto

Based on groundbreaking research, this innovative book enables retail and logistics professionals to recognize new opportunities and successfully manage change in their supply chain. Retailing Logistics and Fresh Food Packaging addresses the dramatic changes taking place in modern packaging and logistics, and compares and contrasts international approaches to fresh food retail and supply. The book uses major case studies and supporting illustrations to demonstrate how pioneering packaging solutions are being applied around the world. This book allows retail and logistics professionals as well
