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Nota di contenuto	Contents -- Preface -- 1 Packaging Logistics And Fresh Food Retailing: An Introduction -- Logistics: Why Bother With What Goes On Behind The Scenes? -- Packaging: How Am I Supposed To Know There Is A Missing Link? -- Change Management: Life Is Too Busy To Waste Time Thinking! -- The Structure Of The Book -- Summary -- 2 Retail Leadership In Fresh Food Channels -- Culture And Retail Consumers -- Retail Locations And Outlets -- Shopkeepers And Retail Managers -- Product Sourcing And Distribution -- Business Relationships -- Merchandising And Selling -- Change In Food Retailing: Summary -- 3 Fresh Food Retail Logistics -- The Logistics Task -- Retail Logistics Transformation -- Temperature Controlled Supply Chains -- Retailers- Leadership Of Logistics -- 4 Packaging And Fresh Food --

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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

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