

## Supply Chain Logistics Management Donald Bowersox

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McDonald ' s Supply Chain Management is The Secret to Their ...

Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics Management and Strategic Marketing Channel Management published by McGraw Hill.

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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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A broad general introduction to all essential aspects of logistics and supply chain management, set within the wider business context. The book uses well-developed pedagogy and numerous case studies, guiding the reader through the subject by retaining a strong focus on the application of theory and practical situations.

Supply Chain Management: An Introduction to Logistics by ...

Donald Waters has written several books on logistics and operations management. He is a chartered member of the Institute of Logistics and Transport and a Fellow of the Chartered Institute of Transport. He has lectured extensively in the area and was until recently Professor of Operations Management at the University of Calgary, Canada.