



Logistics & Supply Chain Management: creating value-adding networks (3rd Edition)

By Martin Christopher

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Editorial Review

From the Back Cover

Logistics and Supply Chain Management

Creating Value-Adding Networks

Develop and exploit logistics strategies

In today's highly competitive global marketplace, the pressure on organizations to find new ways to create and deliver value to customers grows ever stronger. There is a growing recognition that it is through logistic efficiency and effective management of the supply chain that the twin goals of cost reduction and service enhancement can be achieved.

Enhanced by diagrams, case-studies and chapter summaries, *Logistics and Supply Chain Management* looks at the tools, core processes and initiatives to ensure businesses gain and maintain their competitive advantage.

Key topics covered by *Logistics and Supply Chain Management* include:

- the idea of a service-driven logistics system based upon identified service priorities and a customer base segmented according to service requirements
- the many ways in which logistics can impact on overall return on investment and, ultimately, shareholder value
- logistics performance indicators: the concept of competitive benchmarking and the principles behind the balanced scorecard
- globalization: structuring a global logistics network, outsourcing and the co-ordination of network partners
- the logistics implications of JIT and how developments in information technology have been harnessed to access its power.

New to this edition:

- new chapters on logistics and customer value, integrated logistics and network logistics
- more emphasis on responsiveness, reflecting increased volatility of demand in many markets
- new chapter on managing risk in the supply chain

Responsiveness, reliability and relationships ; the basis for successful logistics and supply chain management.

About the Author

Martin Christopher is Professor of Marketing and Logistics at Cranfield School of Management. His work in the field of logistics and supply chain management has gained international recognition. He has published widely, his recent books include *Logistics and Supply Chain Management* and *Marketing Logistics*. He is also co-editor of the International Journal of Logistics Management and is a regular contributor to conferences and workshops around the world. At Cranfield, Martin Christopher chairs the Centre for Logistics and Supply Chain Management, the largest activity of its type in Europe. In addition to leading a number of on-going research projects in logistics and supply chain management, Martin Christopher is active as an advisor to many organisations and is non-executive director of a number of companies. In 1988 he was awarded the Sir Robert Lawrence Gold Medal for his contribution to logistics education and in 1997 was given the USA Council of Logistics Management's Foundation Award.

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