



Logistical Excellence: It's Not Business As Usual (Policy, Business Series)

Donald J. Bowersox

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Benefit from the practices of the best logistics managers

One of the nation's top authorities on logistics management presents a focused interpretation of research findings to help managers improve logistical competency within their organizations. Zeroing in on the best practices of successful logistic managers - and well supported by statistical evidence this handbook provides a sequential model as well as extensive coverage of Electronic Data Interchange in the logistics process. You'll find out why logistics must play an increasingly critical role in overall corporate strategy in the coming years, and why its managers must learn to better manage change. Special emphasis is placed on the development of strategic alliances to increase corporate speed and quality. Throughout the eight chapters, an action-oriented case dialogue facilitates interest and ease of reading.

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