

Supply Chain Management A Logistics Perspective 9th Edition

Supply Chain Management SUPPLY CHAIN MANAGEMENT Supply Chain Management Managing Supply Chains Supply Chain Management SUPPLY CHAIN MANAGEMENT. Supply Chain Management Transportation: A Global Supply Chain Perspective Ie Supply Chain Management Transportation C. John Langley C. John Langley John Joseph Coyle John Joseph Coyle John J. Coyle Coyle Robert A. Novack Supply Chain Management SUPPLY CHAIN MANAGEMENT Supply Chain Management Managing Supply Chains Supply Chain Management SUPPLY CHAIN MANAGEMENT. Supply Chain Management Transportation: A Global Supply Chain Perspective Ie Supply Chain Management Transportation C. *John Langley C. John Langley John Joseph Coyle John Joseph Coyle John J. Coyle Coyle Robert A. Novack*

managing supply chains a logistics approach 9e international edition refined its focus on the supply chain approach by blending logistics theory with practical applications each chapter opens with supply chain profiles vignettes introducing students to real world companies people and events new and updated on the line boxed features are applied examples providing students with hands on managerial experience of the chapter s topics supply chain technology boxes appear throughout the text helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes short cases at the end of each chapter are updated and build on what students have learned in the chapter

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the latest edition of this market leading text has adopted a supply chain approach one of the latest developments in logistics management its managerial focus blends logistics theory with practical applications and includes updated material of latest transportation regulations and carrier pricing

delivering comprehensive coverage of current domestic and global trends transportation a supply chain perspective 8e equips readers with a solid understanding of what is arguably the most critical and complex component of global supply chains taking a managerial approach the text explains the fundamental role and

importance of transportation in companies and in society as well as the complex environment in which transportation service is provided today it provides a framework and foundation for the role of transportation from a micro and macro perspective in supply chains it also offers an overview of the operating and service characteristics cost structure and current challenges faced by current providers of transportation in addition the authors spotlight a variety of critical transportation management issues providing insightful discussions of the strategic activities and challenges involved in the movement of goods through the supply chain completely up to date the eighth edition features new readings cases and examples it emphasizes global topics throughout includes new coverage of hard and soft technology and offers expanded discussions of fuel energy managerial economic and environmental issues important notice media content referenced within the product description or the product text may not be available in the ebook version

gain a solid understanding of what is arguably the most critical and complex component of global supply chains with novack gibson suzuki s transportation a global supply chain perspective 10e you learn the fundamental role and importance of transportation in companies and society as you study the current complex environment of transportation service the authors introduce the role of transportation in supply chains and provide an overview of the operating and service characteristics cost structure and challenges that today s transportation providers face updates throughout this edition highlight critical transportation management issues with insights into the strategic activities and challenges in the movement of goods through the supply chain you examine global topics with the latest coverage of hard and soft technology and interesting discussions of fuel energy managerial economic and environmental issues

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