

# Strategic Logistics Management Stock Lambert

Fundamentals of Logistics Management Strategic Logistics Management Strategic Logistics Management Logistics Management & Distribution Report Global Logistics Management Department of Defense Supply Management Reference Book Do It Smart Logistics Management Guide to the Evaluation of Educational Experiences in the Armed Services The 1984 Guide to the Evaluation of Educational Experiences in the Armed Services U.S. Government Research & Development Reports Managing the Future Supply Chain The 1980 Guide to the Evaluation of Educational Experiences in the Armed Services: Army Government Reports Announcements & Index Logistics Management An Introductory Guide to EC Competition Law and Practice Standard & Poor's Stock Reports Government Reports Announcements National Guard Bureau Manual U.S. Government Research & Development Reports Douglas M. Lambert James Stock Douglas M. Lambert Craig Voortman Jurgen Ringback American Council on Education American Council on Education Wolfgang Kersten American Council on Education David B. Grant Valentine Korah United States. National Guard Bureau

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this text approaches logistics from a marketing perspective and also integrates the area of marketing accounting finance and manufacturing within the text

notable changes occurring in the global marketplace since the publication of the first three editions of this book 1982 1987 and 1993 have included e commerce and widespread use of the internet growth of supply chain management a continued explosion of computer and information technology worldwide development of 24 hour markets with many organizations operating worldwide and a continued corporate emphasis on quality and customer satisfaction trade agreements such as north america free trade agreement nafta european union asean and mercosur have enabled corporations to implement regional if not entirely global logistics strategies the fourth edition of strategic logistics management has been significantly expanded to reflect these and the many other changes that have occurred as well as to include state of the art logistics information and technology the basic tenets of the previous editions have been retained but new material has been added to make the book more managerial integrative and cutting edge strategic logistics management is still the only text that takes a marketing orientation and views the subject from a customer satisfaction perspective while emphasizing the marketing aspects of logistics it integrates all of the functional areas of the business as well as incorporating logistics into supply chain management this book has been extensively revised and updated in the areas of technology global coverage and transportation this book features brand new chapters on supply chain management ch 2 and measuring and selling the value of logistics ch 17

strategic logistics management approaches the topic from a managerial perspective each chapter introduces basic logistics concepts in a format that is useful for management decision making

an understanding of logistics is of primary importance in the modern business world and this text allows students and businesspeople alike to become comfortable with the fundamentals of this discipline in its explanation of logistics the process of moving a commodity or service from customer order to consumption this guide provides insight into every step of the process from order processing and purchasing to packaging and warehousing tips are included for integrated logistics customer service materials flow and strategic logistics plans

a decade ago manufacturing companies had visions of paperless offices automated plants and virtual enterprises but the euphoria quickly evaporated when these visions failed to materialize now from in depth interviews in a worldwide survey of seventy manufacturing firms a research team from the prestigious consulting group mckinsey company concludes that far from being a failure information technology it can be a vital strategic weapon in the manufacturing sector just as it has proved to be in service industries in do it smart experts rolf dieter kempis and jürgen ringbeck along with the mckinsey team identify four cultures of it users stars big spenders cautious spenders and laggards based on how efficiently and effectively the users manage it the stars stand out because their strong command of it means they are better able to manage core processes such as r d sales and service and order processing which in turn produces tangible payoffs in profitability growth and market share from their study of star performers the authors formulate seven rules for developing a superior it organization first they argue managers must make it a top management issue and second a priority in product development it must be viewed as a strategic tool so that it strategy can be aligned with business strategy clear objectives must be set and core business processes redesigned warning that it is reaching saturation in administrative applications the authors describe how it is far more profitable to integrate it into marketing sales and customer service finally they

describe how all these elements must be brought together into a lean customer oriented it network mckinsey s breakthrough study shows that as organizations are increasingly overwhelmed with data it will become more of a dividing line between the winners and the losers it stars will make quantum leaps in effectiveness while poor management of it results in a cost explosion managers and information officers who want their business to keep and gain the competitive edge it offers need this unprecedented insight into how to do it smart

this new book logistics management blends traditional logistics activities with the current developments in business that have made logistics a critical element for business success it adopts a customer or marketing focus to the subject of logistics and the wider concept of supply chain management by recognizing that customer satisfaction is the primary output of logistics activities the theme of global logistics integrated throughout the current edition will also continue and will be enhanced by discussion of the dichotomy that the european market represents both a common and global environment publisher s description

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