

Supply Chain Logistics Management Donald Bowersox

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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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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.