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subject and business function logistics management in some feasible ways so that it can derive more profits and save costs as well This report will further go on to explore related concepts such as supply chain management and channel management as wellIt is very obvious that information technology and its applications have

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is Emeritus Professor MARTIN CHRISTOPHER of the ...

of Management, a leading UK business school He has written numerous books and articles and is on the editorial advisory board of several professional journals Until recently he was co-editor of The International Journal of Logistics Management and his latest books have focused upon relationship marketing, logistics and supply chain management

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ers, and is a world-renowned expert in the areas of purchasing and logistics Rob is the former editor-in-chief of the Journal of Operations Management and has written several books on SCM topics, including Introduction to Supply Chain Management (Prentice Hall, with Ernest L Nichols; translated into Japanese, Korean, Chinese, and Indone-

KLOSE, ANDREAS. HINDI, K. S., BASTA, T. and PIENÂ KOSZ, K.

1 Ballou, Ronald H Business logistics - supply chain management planning, organizing, and controlling the supply chain 5ta edición sl : Pearson Prentice Hall

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Business Logistics OSCM 3337 Spring 2017 Instructor Office Hours: MTWR 7:30-9:00 am Reference books: (1) Business Logistics/Supply Chain Management, by Ronald H Ballou, Prentice Hall, 5th edition (ISBN-10 1 Identify, define and use the basic terminology of logistics and supply chain management 2 Appreciate how customer value can be