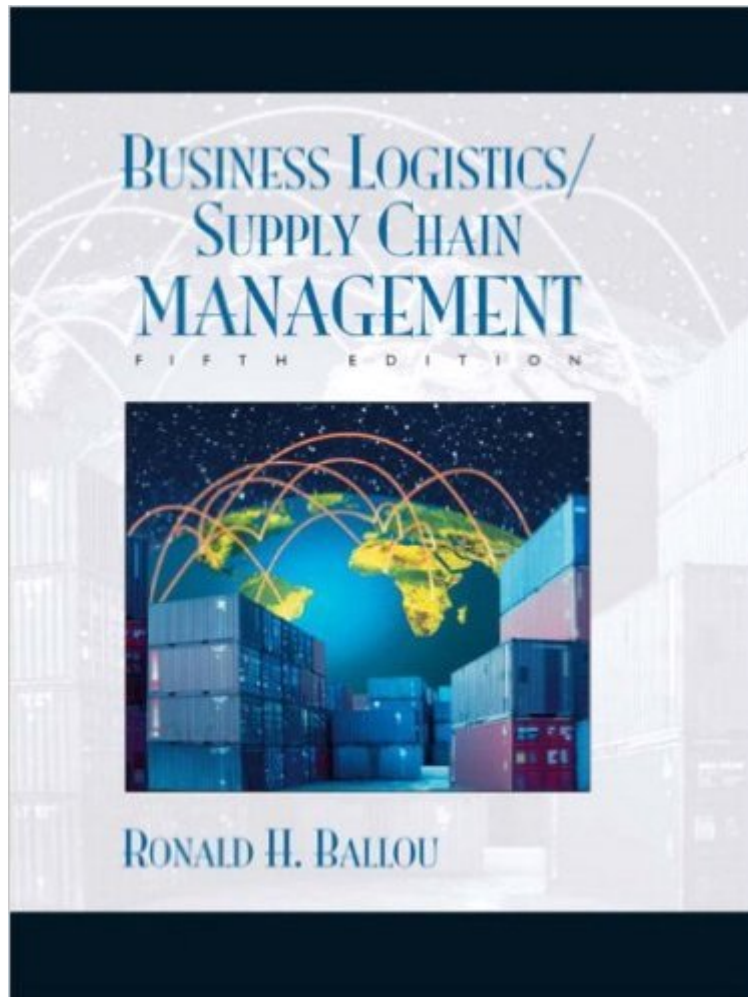


The book was found

Business Logistics/Supply Chain Management And Logware CD Package (5th Edition)



Synopsis

For undergraduate, MBA, and other courses in Business Logistics, Physical Distribution, Operations Management, Materials Management, and Supply Chain Management, in departments of business and engineering. This comprehensive discussion-covering the planning, organizing, and controlling of such activities as transportation, inventory maintenance, facility location, order processing, purchasing, warehousing, materials handling, packaging, customer service standards, and product scheduling-is specifically designed to help students solve actual challenges that they will encounter in today's marketplace. It provides the basic decision making tools and concepts used for finding cost reduction and strategic opportunities. Logware software on CD-ROM is included.

Book Information

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Customer Reviews

I'm teaching a graduate level Logistics class with this book. In general the information is comprehensive and the text has good readability. I knew when selecting the book that it was published in 2003 and I expected some dated information. However, there are a number of things that bother me. There is no mention in the subject index of Electronic Data Interchange, or EDI. There is also no mention of Enterprise Resource Planning, or ERP. In the discussion of product life cycle the example states that CD players are replacing turn tables as newer technology. These examples indicate to me that the book needed much more of an update back in 2003 than it was given and that the book really needs updating now.

The book is a very easy read. Breaks down processes very clearly. In the field of Business logistics and supply chain management, things are very difficult because things are always changing with technology but this book gives rising managers a very good foundation on how it works and what the field is all about.

Where I do not doubt that the author of this text is knowledgeable in their field, this book is flat-out poorly written. Poor grammar, poor word choice, poor sentence structure. It is very distracting to read and hard to follow some paragraphs. I had to read about 9 chapters for a logistics class and enjoyed none of it.

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