

Librería
Bonilla y Asociados
desde 1950



Título: International Logistics. Global Supply Chain Management

Autor: Long, Douglas

Precio: \$2405.00

Editorial:

Año: 2004

Tema:

Edición: 2ª

Sinopsis

ISBN: 9781402074530

Students of logistics, transportation, and supply chain management, as well as international managers will find International Logistics: Global Supply Chain Management an essential reference for understanding how cargo is moved around the world. A comprehensive guide that includes the theory and practice of global supply chain management, International Logistics: Global Supply Chain Management uses current, real-world issues to make the material as relevant as possible, notwithstanding the fast-paced nature of this industry. Yet, the author also includes the theory and history of global supply chain management to provide a deeper understanding of the intricacies involved.

Logistics and transportation are the key elements of business and international trade. Based upon his experience in over 120 countries, including private industry, the military, and the United Nations, the author challenges conventional wisdom by discussing the myth of supply chain management and offering penetrating questions on the role of information systems.

International Logistics: Global Supply Chain Management is distinct in the following ways:

A balanced approach between theoretical research and real-world practice Cutting-edge, original graphics help explain concepts better than any current book Instructor's Manual provided by the author upon request Combined with pedagogical features and real-world case studies, International Logistics: Global Supply Chain Management is a must-have textbook for students of logistics, transportation, and supply chain management students, as well as a reference for international managers.