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**Sinopsis**

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The eighth edition continues to refine the focus from logistics to supply chain management. It provides new and updated "Supply Chain Profiles," vignettes at the beginning of each chapter that introduce students to the chapter's topics through familiar real-world companies, people, and events. The text demonstrates practical application of supply chain management through new and updated "On the Line" boxed features, which are applied examples that provide students with hands-on managerial experience of the chapter's topics. Revised and expanded "Supply Chain Technology" boxes throughout the text help students relate technological developments to supply chain management concepts and logistics practices. Students build their knowledge chapter by chapter through revised and expanded Short Cases at the end of each chapter.

**About the Author**

John J. Coyle is director of corporate relations for the Center for Supply Chain Research and professor emeritus of supply chain and information systems at Penn State University. His current research is focused on supply chain transformation and effectively measuring improved supply chain performance at the C level in an organization. A closely related topic that he is pursuing is reverse channels of distribution and their special logistical problems. The author of more than 100 publications in the areas of transportation and logistics, Professor Coyle has presented papers on these topics at professional meetings, including the Council of Logistics Management, the American Marketing Association, the National Academy of Sciences, the Transportation Research Forum, and the Southern Marketing Association. In addition to TRANSPORTATION, he also coauthors the best-seller THE MANAGEMENT OF BUSINESS LOGISTICS. From 1990 to 1996, Dr. Coyle was editor of the JOURNAL OF BUSINESS LOGISTICS, and he has served on the editorial review board of the JOURNAL OF BUSINESS LOGISTICS, THE SUPPLY CHAIN REVIEW, and THE INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION AND LOGISTICS. In 1991, he received the Council of Logistics Management's Distinguished Service Award, which honors individuals who have made a significant contribution to the art and science of logistics. In 2003, The Philadelphia Traffic Club named Dr. Coyle Person of the Year, and in 2004 he received the Eccles Medal from the

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International Society of Logistics and the Lion's Paw Medal from Penn State. Dr. Coyle serves on the board of three logistics companies. He earned bachelor's and master's degrees from Penn State and his doctorate from Indiana University, Bloomington, where he was a U.S. Steel Fellow.

John Langley is Professor of Supply Chain Management and Director of Supply Chain Executive Programs at the Georgia Institute of Technology. Dr. Langley has been actively involved in supply chain management and business logistics for over 30 years. He is a former president of the Council of Supply Chain Management Professionals (CSCMP) and is a past recipient of the Council's Distinguished Service Award. In 2004, he was honored as one of the profession's top five logistics executives at the Richmond Events' Logistics & Supply Chain Forum; and in 2007, he was recognized as recipient of the Honorary Distinguished Logistics Professional Award by the American Society of Transportation and Logistics. Dr. Langley received a BS degree in mathematics, an MBA degree in finance, and a PhD degree in logistics management, all from Penn State University. Among his awards and recognitions, he was named "Outstanding Alumnus" of the Penn State Business Logistics Program. Dr. Langley's current areas of professional involvement include supply chain strategy, supply chain relationships, and outsourcing of logistics services. Dr. Langley has coauthored a number of books including SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE. Also, he is the lead author of the ANNUAL STUDY ON THIRD PARTY LOGISTICS: VIEWS FROM THE CUSTOMERS. Recent publications have appeared in major academic journals in the fields of logistics and supply chain management such as the JOURNAL OF BUSINESS LOGISTICS, INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION AND LOGISTICS MANAGEMENT, INTERNATIONAL JOURNAL OF LOGISTICS MANAGEMENT, and LOGISTICS QUARTERLY. In addition to his university duties, Dr. Langley is a much sought after consultant and advisor to business firms and serves on the board of directors of UTI Worldwide Inc., Forward Air Corporation, and Averitt Express, Inc.

Brian Gibson is a professor of Supply Chain Management and a program coordinator for the Department of Aviation and Supply Chain Management at Auburn University. Previously, he served five years on the faculty of Georgia Southern University as Director of the Southern Center for Logistics and Intermodal Transportation. Dr. Gibson also has ten years' experience as a logistics manager for two major retailers. He is an accomplished faculty member who has received multiple awards for outstanding teaching, research, and outreach, most notably the Auburn University Alumni Association Undergraduate Teaching Excellence Award in 2006. Dr. Gibson has coauthored more than 50 refereed and invited articles in the JOURNAL OF BUSINESS LOGISTICS, SUPPLY CHAIN MANAGEMENT REVIEW, INTERNATIONAL JOURNAL OF LOGISTICS MANAGEMENT, INTERNATIONAL JOURNAL OF PHYSICAL

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DISTRIBUTION AND LOGISTICS MANAGEMENT, and other leading publications. He is actively engaged in executive education, seminar development, and consulting with leading organizations. Dr. Gibson currently serves in leadership roles for the Council of Supply Chain Management Professionals, the Distribution Business Management Association, and the Retail Industry Leaders Association. Dr. Gibson earned a BSBA from Central Michigan University, an MBA from Wayne State University, and a PhD in logistics and transportation from the University of Tennessee.

Robert Novack is an associate professor of supply chain management in the Department of Supply Chain and Information Systems at Penn State University. From 1981 to 1984 he worked in operations management and planning for the Yellow Freight Corporation in Overland Park, Kansas, and from 1984 to 1986 he worked in planning and transportation at Drackett Company in Cincinnati, Ohio. Dr. Novack's numerous articles have been published in such publications as the JOURNAL OF BUSINESS LOGISTICS, TRANSPORTATION JOURNAL, and THE INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION AND LOGISTICS MANAGEMENT. He also is a coauthor of CREATING LOGISTICS VALUE: THEMES FOR THE FUTURE. Active in the Council of Supply Chain Management Professionals, he has served as overall program chair for the annual conference, as a track chair, as a session speaker, as well as a member of numerous committees. Dr. Novack holds the CTL designation from AST&L and is a member of WERC. He earned a BS degree and an MBA in logistics from Penn State University and a Ph.D. in logistics from the University of Tennessee.

Edward J. Bardi is principal of Bardi Consulting and professor emeritus of business logistics at the University of Toledo. He also has served as acting dean and associate dean of the College of Business Administration at the University of Toledo and has held faculty positions at Iowa State University. Dr. Bardi has published numerous articles dealing with business logistics, transportation management, carrier selection, economic development, and employee household goods movement in various journals, including TRANSPORTATION JOURNAL, JOURNAL OF BUSINESS LOGISTICS, HANDLING AND SHIPPING, BAYLOR BUSINESS REVIEW, INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION AND LOGISTICS MANAGEMENT, LOGISTICS & TRANSPORTATION REVIEW, and PERSONNEL JOURNAL. He also is co-author of SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 8e. A popular seminar leader of domestic and global business logistics management development programs, Dr. Bardi has served as a consultant to numerous business and public agencies in the areas of business logistics, marketing, and economic development. He received his B.S., M.S., and Ph.D. from Penn State University, majoring in business logistics/transportation economics.

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