

Download Business Logistics Supply Chain Management Ronald Ballou

INTRODUCTION. It has been my good fortune to experience the inception and growth of business logistics, and now supply chain management, as an area of academic study, research, and business practice. Logistics is generally the detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. ABSTRACT. Outsourcing logistics has established itself in the area of the LSP (Logistics Service Provider), which offers a range of services to its customers. Supply chain management (SCM) has been a major component of competitive strategy to enhance organizational productivity and profitability. The literature on SCM that deals with strategies and technologies for effectively managing a supply chain is quite vast., Business Logistics Supply Chain Management Ronald Ballou.

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