

Global Logistics Management: A Competitive Advantage for the 21st Century

By Kent Gourdin

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This second edition of *Global Logistics Management* has been thoroughly revised and updated, and new examples have been added reflecting recent developments in the field. This new edition:

- Helps readers to understand and appreciate the power of managing logistics for profit and competitive advantage
- Educates readers about the nature of individual logistics activities and how they can be woven together
- Contains a global focus throughout, with examples drawn from various parts of the world
- Has been thoroughly revised and updated throughout to keep it current
- Now includes new examples reflecting recent developments and current preoccupations, including security and global instability.

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Editorial Review

Review
"Against a background of global competition. Gourdin discussed alternatives and opportunities arising from developments in such areas as transportation, communication, electronic data interchange and so on, and with real-life examples demonstrates how individual activities are woven together to form an integrated logistics system..... As a comprehensive grounding or timely update, this book will be particularly useful to practising managers and graduate and postgraduate students." *Times Higher Education Supplement*

"It is current; it reads very well; it is well written; it covers logistics from a global perspective very well; it is perfect in length; the study questions refer back to the text; the students should find reading the text enjoyable, not a chore; the profiles are applicable and current." *David J Bloomberg, Western Illinois University*.

"The book's strengths are that it is easy to read with a wide range of examples covering different parts of the world; it has comprehensive coverage of main logistics levels at the operational level; it provides a good introduction to some general management issues that impact on logistics (e.g. ABC analysis, corporate strategy, etc); and there are plenty of references for further reading. I would recommend the book to students as a useful introduction to the operational aspects of logistics, together with interesting examples of logistics developments taken from the commercial world." *Michael Browne, University of Westminster.*

From the Back Cover
As the globalization of trade gathers momentum, competition is becoming progressively more fierce and opportunities for gaining an edge over competitors are increasingly difficult to realize. *Global Logistics Management: A Competitive Advantage for the 21st Century* investigates the nature of individual logistics activities and demonstrates how they can be interwoven to form integrated systems. It provides both managers and students with the knowledge and skills necessary to turn corporate logistics activities into a source of sustainable competitive advantage.

Written in a clear and straightforward manner, the focus throughout the book is global. Examples of real-world applications of the principles discussed are drawn from organizations in various countries around the world. For the second edition, new cases have been added to reflect recent technological developments and current preoccupations such as security and more effective supply chain management.

About the Author
Kent N. Gourdin is Director of the Global Logistics and Transportation Program in the School of Business and Economics at the College of Charleston. He also holds the Henry Tecklenburg Chair in Intermodal Transportation.

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