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this text approaches logistics from a marketing perspective and also integrates the area of marketing accounting finance and manufacturing within the text

notable changes occurring in the global marketplace since the publication of the first three editions of this book 1982 1987 and 1993 have included e commerce and widespread use of the internet growth of supply chain management a continued explosion of computer and information technology worldwide development of 24 hour markets with many organizations

operating worldwide and a continued corporate emphasis on quality and customer satisfaction trade agreements such as north america free trade agreement nafta european union asean and mercosur have enabled corporations to implement regional if not entirely global logistics strategies the fourth edition of strategic logistics management has been significantly expanded to reflect these and the many other changes that have occurred as well as to include state of the art logistics information and technology the basic tenets of the previous editions have been retained but new material has been added to make the book more managerial integrative and cutting edge strategic logistics management is still the only text that takes a marketing orientation and views the subject from a customer satisfaction perspective while emphasizing the marketing aspects of logistics it integrates all of the functional areas of the business as well as incorporating logistics into supply chain management this book has been extensively revised and updated in the areas of technology global coverage and transportation this book features brand new chapters on supply chain management ch 2 and measuring and selling the value of logistics ch 17

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we often think of great battles as having been won by superior strategy bravery or weaponry often however the greatest battles are decided by a much more mundane factor logistics delivering the goods looks at business logistics through the

history of successful military logistical operations undertaken by leaders from alexander the great to general norman schwarzkopf and offers practical guidance on applying proven logistical principles to your business

dividends and dividend policy as part of the robert w kolb series in finance dividends and dividend policy aims to be the essential guide to dividends and their impact on shareholder value issues concerning dividends and dividend policy have always posed challenges to both academics and professionals while all the pieces to the dividend puzzle may not be in place yet the information found here can help you gain a firm understanding of this dynamic discipline comprising twenty eight chapters contributed by both top academics and financial experts in the field this well rounded resource discusses everything from corporate dividend decisions to the role behavioral finance plays in dividend policy along the way you ll gain valuable insights into the history trends and determinants of dividends and dividend policy and discover the different approaches firms are taking when it comes to dividends whether you re a seasoned financial professional or just beginning your journey in the world of finance having a firm understanding of the issues surrounding dividends and dividend policy is now more important than ever with this book as your guide you ll be prepared to make the most informed dividend related decisions possible even in the most challenging economic conditions the robert w kolb series in finance is an unparalleled source of information dedicated to the most important issues in modern finance each book focuses on a specific topic in the field of finance and contains contributed chapters from both respected academics and experienced financial professionals

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