



Logistics Management

David B. Grant

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This new book, *Logistics Management*, blends traditional logistics activities with the current developments in business that have made logistics a critical element for business success. It adopts a customer or marketing focus to the subject of logistics, and the wider concept of supply chain management, by recognizing that customer satisfaction is the primary output of logistics activities. The theme of global logistics integrated throughout the current edition will also continue and will be enhanced by discussion of the dichotomy that the European market represents both a common and global environment.

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