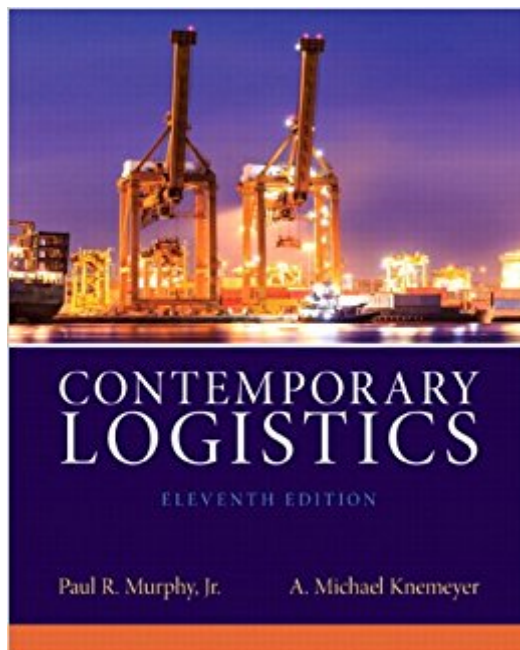


The book was found

Contemporary Logistics (11th Edition)



Synopsis

For undergraduate and graduate courses in Logistics. This market-leading text explores modern logistics from a managerial perspective characterized by geopolitical tensions in various parts of the world, steadily increasing trade among countries and across continents, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through the authors' timely, practical, thorough, and exciting coverage of the fundamentals of logistics in today's dynamic global landscape. The invaluable suggestions of reviewers, adopters, and others coupled with the expertise of new co-author A. Michael Knemeyer have been incorporated into this new 11th edition to provide the freshest, most up-to-date insights and perspectives. Included is a new case study plus new examples, references, and discussions throughout. The illustrative tables, figures, and key terms have been revised or updated. This program will provide a better teaching and learning experience for you and your students. Here's how:

- Give Students a Solid Foundation in the Basics of Logistics: Students get a solid foundation in the basics of logistics, through the focus on the fundamentals in the book's succinct and thorough coverage, while still getting coverage of supply chain management issues.
- Increase Students' Understanding through Real-Life Examples: Positive real-life examples provided in the book's case studies further serve to improve students' understanding of the concepts.
- Keep your Course Current with Today's Pressing Global Issues: Readers are brought up to date on today's pressing global issues through the authors' chapter revisions, new examples, current references, and addition of new content throughout.

Book Information

Hardcover: 320 pages

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Business & Finance > Marketing #154 in Books > Textbooks > Business & Finance >

Customer Reviews

This is okay. It is expensive compared to its size. It covers the basics of logistics in how it relates to SCM. This edition is similar to the 10th edition (at least the first six chapters). A main difference is that the 11th consolidated a chapter (I believe about warehousing) from the 10th edition. I recommend getting the 10th edition, as you can get it for ~\$15 at some places, if you are self-studying. You may be able to get away with using the 10th edition, if you use this text for a class.

I rented this book for an Introductory Logistics class and found it to be well-suited for that purpose. The text covers a wide range of topics from Supply Chain Collaboration through Warehousing, but doesn't go into them in a lot of detail. Chapters are concise and easy to read. Case studies are engaging and well-written. It provides a solid foundation for further study.

eh

I feel like the information about the book could've been a bit more explicit in stating that this is the Global Edition, which is not for use inside the United States and Canada.

Good condition!

It's exactly what I expected.

Not bad. The small lettering and lack of pictures turned me off at first, but the case studies are still fresh and relevant. I only needed it for school.

Simple read. Not much difference from the last edition. I am glad for having the ability to rent text books - it is such a cost efficient method for texts I won't be reusing for my degree program.

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