



Logistics and Supply Chain Management (4th Edition) (Financial Times Series)

By Martin Christopher

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Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result.

This updated 4th edition of the bestselling *Logistics and Supply Chain Management* is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

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