



# Logistics & Supply Chain Management

*Martin Christopher*

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## **Logistics & Supply Chain Management** Martin Christopher

The UK's bestselling book on logistics and supply chain management – over 100,000 copies sold.

Effective development and management of supply chain networks helps businesses cut costs and enhance customer value. This updated 5th edition is a clear guide to all the key topics in an integrated approach to supply chains.

As well as new and updated examples and case studies, there are two new chapters:

*Routes to Market:* Many companies now have to manage multiple distribution channels - this chapter covers strategic issues on how companies “go to market” along with the cost implications of using alternative channels.

*Service Logistics:* As companies begin to sell performance rather than physical product, this chapter explores the implications for logistics management as the need to provide higher levels of service and customer support becomes ever more critical.

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