



Logistics Management and Strategy: Competing through the Supply Chain (4th Edition)

By Alan Harrison, Remko Van Hoek

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Logistics Management and Strategy is an excellent text that disseminates knowledge and understanding of logistics in an easy-to-read way. While explaining with great clarity the theoretical concepts, it remains very pragmatic and close to business life through the use of concrete examples and well-chosen case studies. It manages to examine logistics knowledge and understanding in depth while at the same time remaining not only very accessible but really pleasant to read. Finally, its international perspective reflects the nature of logistics today.

This text is intended for MSc students on logistics courses, and as an accompanying text for open learning courses such as the global MSc degrees and virtual universities. It will also be attractive as a management textbook and as recommended reading on MBA options in logistics and supply chain management.

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Editorial Review

From the Back Cover

Harrison : Logistics Management and Strategy 4e

A concise, applied and strategic introduction to the subject of logistics and supply chain management, perfect for modern managers or students of logistics and supply chain management.

Logistics and supply chain management continue to transform the competitive landscape and have become one of today's key business issues. This fourth edition of *Logistics Management and Strategy* continues to take a practical, integrated and international approach to logistics, and includes the very latest research to reflect the innovative and exciting developments in this subject area.

A clear framework guides the reader through the four parts of the book, covering:

- an introduction to logistics and its contribution to competitiveness and value creation,
- leveraging logistics operations within the context of the customer
- supplier partnerships, interfaces and the challenges of integration
- leading-edge thinking in logistics and the future challenges ahead.

New to this edition...

- continued development on the theme of sustainable logistics
- revised chapters on supply chain planning and control, and on agility
- new chapter on sourcing and supply management.

Every chapter features case studies with study questions, activities and end of chapter discussion questions to help students explore logistical concepts in operational detail.

Teaching support notes and PowerPoint slides for lecturers can be downloaded from the book's website at www.pearsoned.co.uk/harrison

'Well written and contains a wealth of valuable ideas and concepts.' – Dr Jan de Vries, University of Groningen

'Very up-to-date, both in terms of its conceptual framework and the topics covered. Remarkably clear and easy to read.' – Dr Tony Whiteing, University of Huddersfield

Alan Harrison is Professor of Operations and Logistics at Cranfield School of Management, and Director of Research at The Cranfield Centre for Logistics and Supply Chain Management.

Remko van Hoek is visiting Professor of Supply Chain Management at The Cranfield Centre for Logistics and Supply Chain Management. He is also Chief Procurement Officer at GDF SUEZ/Cofely the Netherlands.

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