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Martin Christopher, Helen Peck
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Martin Christopher, Helen Peck : Marketing Logistics (Chartered Institute of Marketing (Paperback)) before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Logistics (Chartered Institute of Marketing (Paperback)):

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This interface is being recognized by business organizations as a key priority for management, and both practitioners

and academics alike have placed a greater emphasis on the need to view the supply chain as a whole as the vehicle by which competitive advantage is achieved. As well as drawing upon current research and the experience of firms worldwide, Marketing Logistics uses numerous 'mini-cases' and vignettes to illustrate the key messages in each chapter and bring the theory to life. This book is an invaluable resource for managers who seek to understand more about the way in which the supply chain should be managed to improve their organization's competitive position, as well as students undertaking degree-level courses in marketing, logistics and supply chain management.

'This book provides a good overview of theory and practice, and develops the case for putting logistics higher on the corporate agenda...a good review of the subject for managers and students in both marketing and logistics disciplines.'

Marketing Business From the Publisher In today's volatile marketplace there is growing evidence that the way in which we service customers can make the difference between winning and losing the sale. The logistics process is an essential route to adding value to the product or service that companies provide. Marketing Logistics shows how logistics strategy can be used to gain significant competitive advantage and increased profitability. By using examples from leading-edge companies around the world Martin Christopher establishes logistics management at the core of a company's marketing strategy. Marketing Logistics is relevant to all involved in the marketing and distribution industry. It is written from a practical standpoint with practicing executives as well as students in mind. It is of particular relevance to students on the CIM Diploma course, MBA and BA courses as well as CIPS and Institute of Logistics students.

From the Back Cover This second edition of Marketing Logistics builds on the unique focus established in the first edition - the crucial interface between the ways in which value is created through marketing processes and the way in which it is delivered through the supply chain. This interface is being recognized by business organizations as a key priority for management, and both practitioners and academics alike have placed a greater emphasis on the need to view the supply chain as a whole as the vehicle by which competitive advantage is achieved. The book:

- * Builds on the huge success of the first edition
- * Incorporates a new customer service element, in line with current thinking
- * Contains a full range of industry examples offering practical insight

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