



# LOGISTICS MANAGEMENT

*SATISH C. AILAWADI, P. RAKESH SINGH*

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## **LOGISTICS MANAGEMENT SATISH C. AILAWADI, P. RAKESH SINGH**

To retain their market share in today's competitive business, companies are coming up with high value, low price products. To cut their costs, they are striving hard to identify the cash-consuming areas in their operations. Logistics is one of them, as its scope ranges from the procurement and management of the raw materials through to the delivery of the final product. This book, now in its Second Edition, continues to provide theoretical and practical expertise in logistics management.

The book begins with an introduction to the elements of logistics management and then moves on to explain operating objectives of integrated logistics, barriers to internal integration and principles of logistics information. It also deals with forecasting, inventory management policies, warehousing and highlights various aspects of logistics management and logistical organization. The book contains case studies in the Indian context to give a practical flavour to the subject.

In this edition, two new chapters, namely, Materials Handling and Packaging and Integrated Global Logistics are included to widen the scope of the subject.

Primarily intended to fulfil the requirements of the students of logistics management, the text may well serve the needs of practising professionals also.

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