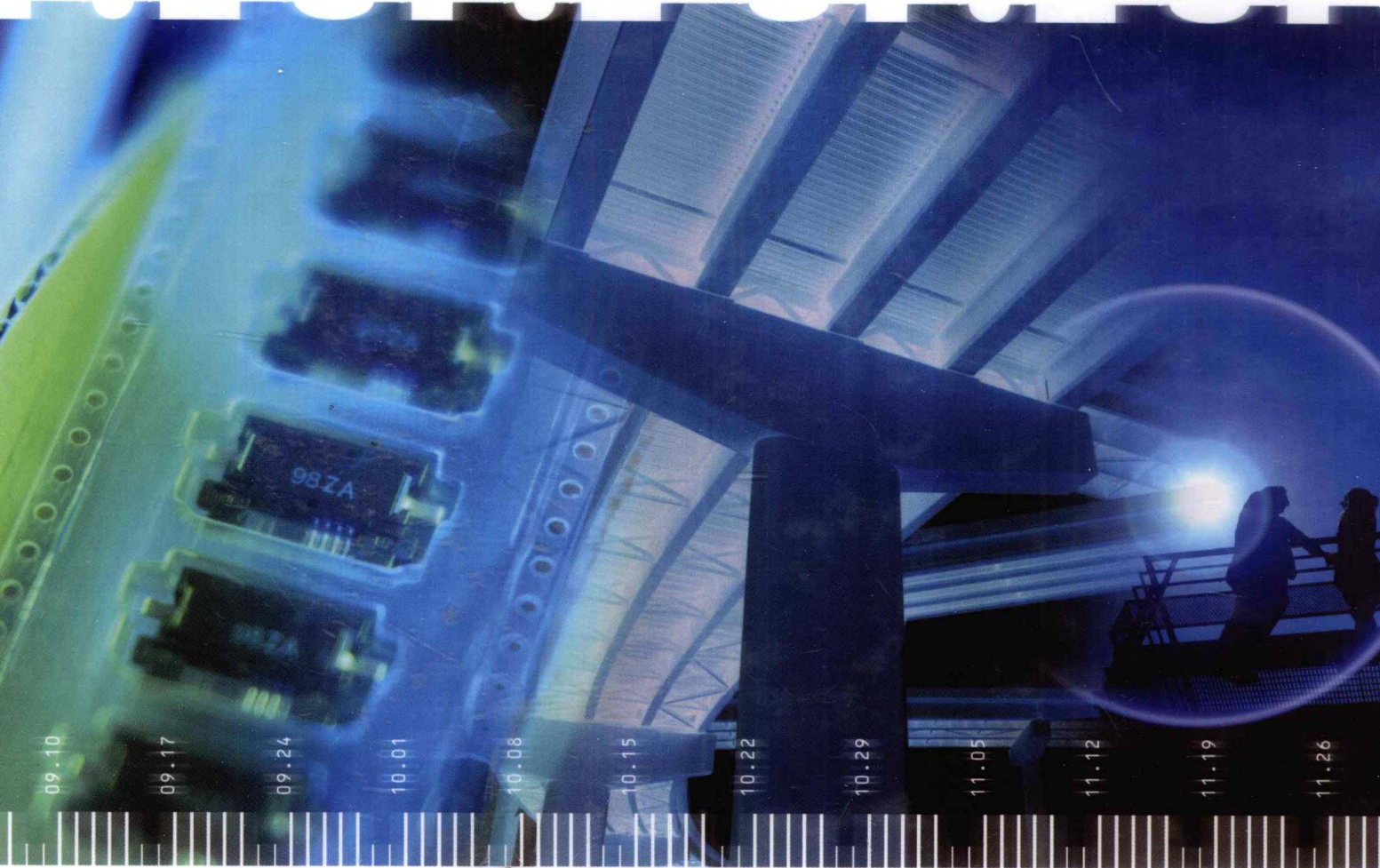


SUPPLY CHAIN

L O G I S T I C S M A N A G E M E N T



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SUPPLY CHAIN LOGISTICS MANAGEMENT

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SUPPLY CHAIN LOGISTICS MANAGEMENT

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This book is dedicated to our families for their time, encouragement, and patience for it is the authors' families who ultimately pay the dearest price.

DONALD J. BOWERSOX is John H. McConnell University Professor of Business at Michigan State University where he has also served as Dean of the Business School. He received his Ph.D. at Michigan State and has worked with industry throughout his career. He is the author of numerous articles in publications such as the *Harvard Business Review*, *Journal of Marketing*, *Journal of Business Logistics*, and *Supply Chain Management Review*. Dr. Bowersox has led a number of industry-supported research studies investigating the best practices of logisticians in North America and around the world. He is a frequent speaker at industry and academic meetings.

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Over the last six decades, the discipline of business logistics has advanced from the warehouse and transportation dock to the boardroom of leading global enterprises. We have had the opportunity to be actively involved in this evolution through research, education, and advising. *Supply Chain Logistics Management* encompasses the development and fundamentals of the logistics/supply chain discipline. It also presents our vision of the future of business logistics and supply chain management and its role in enterprise competitiveness.

Although individually and collectively each of the three authors has written extensively on various aspects of logistics, the decision to write *Supply Chain Logistics Management* was motivated in part to acknowledge the significant change in logistical practice brought on by its examination and placement within the context of integrated supply chain management. *Supply Chain Logistics Management* represents the synthesis of many years of research, augmenting and, in many ways, supplanting earlier works of the authors published by McGraw-Hill. This union of ideas presented in this text provides a new supply chain framework for the study of the field of logistics, serves to expand the treatment of integrative supply chain management, by placing it firmly in the context of contemporary business, and highlights the increasing importance of logistics in global competitive strategy.

Logistics includes all the activities to move product and information to, from, and between members of a supply chain. The supply chain provides the framework for businesses and their suppliers that join to bring goods, services, and information efficiently and effectively to ultimate customers. *Supply Chain Logistics Management* presents the mission, business processes, and strategies needed to achieve integrated logistical management. We hope the text achieves three fundamental objectives: (1) presents a comprehensive description of existing logistical practices in a global society; (2) describes ways and means to apply logistics principles to achieve competitive advantage; and (3) provides a conceptual approach for integrating logistics as a core competency in enterprise strategy.

It would be impossible to list all the individuals who have made significant contributions to the contents of this book. Special thanks are due to Robert W. Nason, Chairperson of the Department of Marketing and Supply Chain Management at Michigan State University, for maintaining a collegial environment that fosters creativity and application of integrated logistics concepts. We also express our gratitude to Professor Emeritus Donald A. Taylor of Michigan State University, who has been a

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The number of individuals involved in teaching logistics around the world expands daily. To this group in general, and in particular to our colleagues at Michigan State University, whose advice and assistance made it possible to complete and enhance this text, we express our sincere appreciation.

Teachers receive continuous inspiration from students over the years and, in many ways, the final day of judgment in a professional career comes in the seminar or classroom. We have been fortunate to have the counsel of many outstanding young scholars who currently are making substantial impact on the academic and business worlds. In particular, we appreciate the input of students who have used this text in manuscript form and made suggestions for improvement. We also acknowledge the contributions of current and former doctoral students, particularly Drs. Judith Whipple and Thomas Goldsby who participated extensively in case development and editorial support. Ann Cooper provided substantial help in documenting the Industry Insights. Luke Nieuwenhuis, Shubhendu Das, and Kathleen Kossen provided valuable assistance throughout manuscript preparation, managed the complex process of obtaining publication permissions, and guided development of the teaching manual and support material.

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With so much able assistance, it is difficult to offer excuses for any shortcomings that might appear. The faults are solely our responsibility.

Donald J. Bowersox
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