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Logistics, the supply chain and

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logistics must be simply staggering.

McDonald's Supply Chain Management is The Secret to Their

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Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State

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University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics Management and Strategic Marketing Channel Management published by McGraw Hill.

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Most textbooks approach this subject from a limited perspective, studying only internal functions of an organization to the exclusion of issues

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Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three

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- 4.1 Levels of decision in logistics 86
- 4.2 Structure of a supply chain 87
- 4.3 Different shapes of supply chain 88
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