



The Distribution Management Handbook

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More and more managers of successful companies realize the value of their distribution systems for both reducing costs and enhancing customer service. This guide covers the entire spectrum of today's key distribution issues, from marketing to order fulfillment. Featuring contributions from 30 experts in the field, it discusses distribution planning and design, current transportation and warehousing methods and future strategies, and effective management of a distribution system. There is also coverage of such topics as customer orientation, quality turnarounds, and competitiveness, as well as case studies demonstrating real-world applications.

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