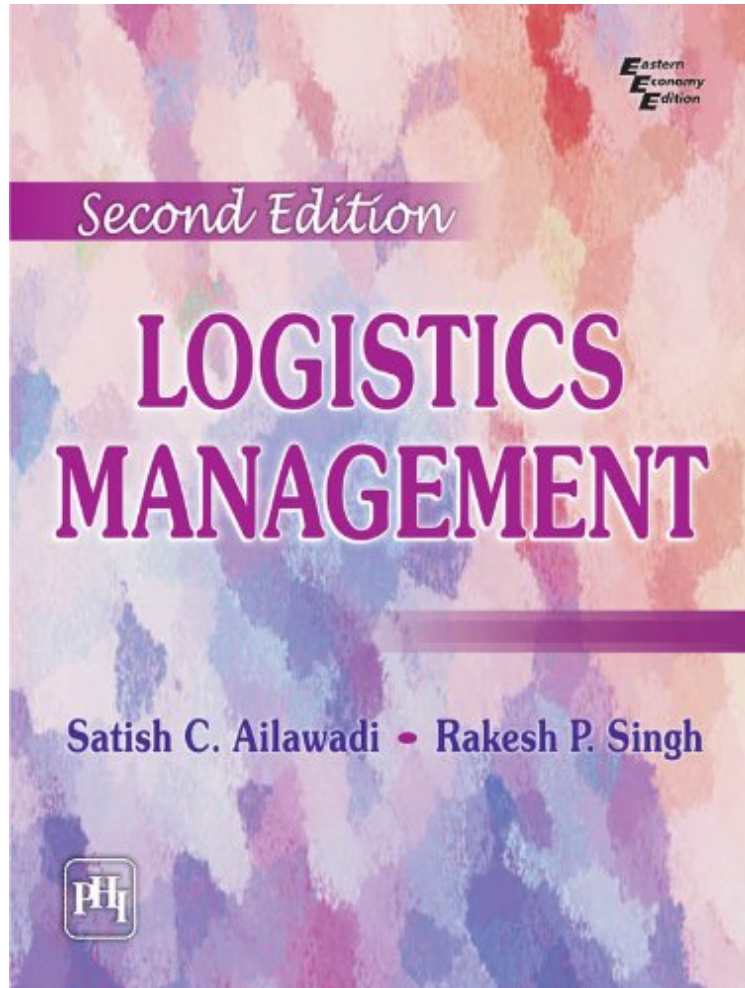


LOGISTICS MANAGEMENT

SATISH C. AILAWADI, P. RAKESH SINGH
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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.