



# Strategic Logistics Management

By James Stock, Douglas Lambert

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Notable changes occurring in the global marketplace since the publication of the first three editions of this book (1982, 1987, and 1993) have included e-commerce and widespread use of the Internet, growth of supply chain management, a continued explosion of computer and information technology worldwide, development of 24-hour markets with many organizations operating worldwide, and a continued corporate emphasis on quality and customer satisfaction. Trade agreements such as North America Free Trade Agreement (NAFTA), European Union, ASEAN and Mercosur have enabled corporations to implement regional, if not entirely global, logistics strategies. The fourth edition of Strategic Logistics Management has been significantly expanded to reflect these and the many other changes that have occurred, as well as to include state-of-the-art logistics information and technology. The basic tenets of the previous editions have been retained, but new material has been added to make the book more managerial, integrative, and "cutting edge." Strategic Logistics Management is still the only text that takes a marketing orientation and views the subject from a customer satisfaction perspective. While emphasizing the marketing aspects of logistics, it integrates all of the functional areas of the business as well as incorporating logistics into supply chain management. This book has been extensively revised and updated in the areas of technology, global coverage, and transportation. This book features brand new chapters on Supply Chain Management (Ch 2) and Measuring and Selling the Value of Logistics (Ch 17).

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## **Editorial Review**

### **From the Author**

A number of important topics not covered in many other logistics texts, or covered only superficially, are given significant treatment in this book, including: supply chain management, measuring and selling the value of logistics, order processing and management information systems; e-commerce and the Internet; reverse logistics and packaging; financial control of logistics performance; logistics organizations; and global logistics. Our goal in covering these topics in addition to the traditional activities is to provide readers with a grasp of the total picture of logistics within the context of supply chain management processes.

There are a number of worthwhile improvements in the fourth edition. We have included many more references and examples from general business and other literature because of the impact of logistics on a variety of business processes. This edition covers the academic and trade literature in the area of logistics extensively, and includes the most up-to-date information and examples. Readers will notice the significant number of citations from the year 2000. We have retained those elements that are "timeless" and those that made the previous editions successful.

### **About the Author**

#### **James R. Stock**

is Professor of Marketing and Logistics at the College of Business Administration, University of South Florida. Dr. Stock held previous faculty appointments at Michigan State University, University of Oklahoma, and the University of Notre Dame. From 1986 to 1988 he held the position of Distinguished Visiting Professor of Logistics Management, School of Systems and Logistics, at the Air Force Institute of Technology, Wright-Patterson Air Force Base. Dr. Stock is the author or co-author of over 90 publications including books, monographs, articles, and proceedings papers. He is author of *Development and Implementation of Reverse Logistics Programs and Reverse Logistics*; co-author of *Distribution Consultants: A Managerial Guide to Their Identification, Selection, and Use*; and co-author of *Fundamentals of Logistics Management*. He currently serves as editor of the International journal of Physical Distribution and Logistics Management. He received the Armitage Medal (1988) from the SOLE—The International Society of Logistics in recognition of his scholarly contributions to the discipline. His areas of expertise include reverse logistics, supply chain management, and the marketing-logistics interface. He has lectured on various logistics topics throughout Europe and Africa. Dr. Stock holds BS and MBA degrees from the University of Miami (Florida) and the Ph.D. from The Ohio State University.

#### **Douglas M. Lambert**

is the the Raymond E. Mason Professor of Transportation and Logistics and Director of The Global Supply Chain Forum, Fisher College of Business, The Ohio State University. He is also the Prime F. Osborn III Eminent Scholar Chair in Transportation, Professor of Marketing and Logistics, and Director of The International Center for Competitive Excellence at the College of Business Administration, University of North Florida. From 1983 to 1985 he was PepsiCo Professor of Marketing at Michigan State University. Dr. Lambert has served as a faculty member for over 500 executive development programs in North America, South America, Europe, Asia, and Australasia and he has given more than 100 presentations to professional associations around the world. He is the author of *The Development of an Inventory Costing Methodology*, *The Distribution Channels Decision*, *The Product Abandonment Decision* and co-author of *Management in Marketing Channels*, *Fundamentals of Logistics Management*, *Strategic Logistics Management*, and *Supply Chain Directions for a New North America*. He has authored or co-authored more than 150 publications. In 1986 Dr. Lambert received the Council of Logistics Management's Distinguished Service Award, "the

highest honor that can be bestowed on an individual for achievement in the physical distribution/logistics industry," for his contributions to logistics management and has also received CLM's Founders Award (1997) and Doctoral Research Grant (1975). He holds an honors BA and MBA from the University of Western Ontario and a Ph.D. from The Ohio State University. Dr. Lambert is co-editor of The International Journal of Logistics Management.

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