



### The Definitive Guide to Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services (Hardback)

By Cscmp, Thomas J. Goldsby, Deepak Iyengar

Pearson Education (US), United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. This is the most authoritative and complete guide to planning, implementing, measuring, and optimizing world-class supply chain transportation processes. Straight from the Council of Supply Chain Management Professionals (CSCMP), it brings together up-to-the-minute principles, strategies, and decisions for cost-efficiently and effectively moving goods between sellers and buyers. CSCMP and Thomas Goldsby introduce crucial concepts including transportation modes, execution, and control; outsourcing, modal and carrier selection, and 3PLs; TMS technologies; ocean shipping, international air, customs, and regulation; and much more. Step by step, The Definitive Guide to Transportation helps you optimize all facets of transportation, one of the highest-cost, highest-impact areas of supply chain management. Coverage includes: Basic transportation management concepts and their essential roles in demand fulfillment Key elements, processes, and interactions of transportation operations management Design principles and strategies for establishing efficient, effective, and sustainable transportation operations The critical role of technology in managing transportation operations and product flows Requirements and challenges of planning and moving goods between countries Best practices for assessing performance using standard metrics and frameworks.



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