



## Fundamentals of Logistics Management (Irwin/McGraw-Hill Series in Marketing)

*By Douglas Lambert, James R Stock, Lisa M. Ellram*

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### **Fundamentals of Logistics Management (Irwin/McGraw-Hill Series in Marketing)** By Douglas Lambert, James R Stock, Lisa M. Ellram

In an era when most managers--including those in the logistics arena--are being urged to think of themselves as "marketers," this new book offers a special opportunity. Written by high-profile authors, Fundamentals of Logistics Management brings a unique marketing perspective to logistics management, while fully integrating accounting, finance, and manufacturing in their coverage. This is the topical and practical approach readers have been looking for.

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