

# Global Logistics And Supply Chain Management 2nd Edition

How AI Is Revolutionizing Global Logistics And Supply ...  
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 Global Logistics & Supply Chain Management of H&M  
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 What is Logistics and Supply Chain Management?

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## ELIANNA CASSANDRA

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 According to Martin Christopher (1998), logistics and supply chain management are the two segments that "the two goals of cost reduction and service improvement can be achieved." Logistics is not a component of the supply chain but a resource that enables a supply chain to be implemented.  
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 Logistics typically refers to activities that occur within the boundaries of a single organization and Supply Chain refers to networks of companies that work together and coordinate their actions to deliver a product to market.  
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