



e-Logistik: Ganzheitliches Logistikmanagement (German Edition)

Frank Straube

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Dieses Buch beschreibt die Veränderungen der Logistik durch Informationssysteme und das Internet. Anhand einer systematischen Untersuchung wird ein ganzheitliches Ordnungsraster der Logistik entwickelt.

Für den Praktiker ist die detaillierte Beschreibung und Analyse aller für die Logistik relevanten Bereiche interessant; relevante Strategien des e-Business, praxistaugliche Lösungsverfahren und innovative Konzeptbausteine zur Erreichung einer ganzheitlichen Logistikstrategie in Industrie-, Handels- und Dienstleistungsunternehmen werden behandelt.

Für Leser aus der Wissenschaft werden die grundlegende Aufarbeitung der Erklärungsperspektiven der Logistik und die neuartige Strukturierung der Logistik, über den Prozessketten-Ansatz hinaus, besonders wertvoll sein.

Die Ergebnisse einer explorativen Befragung bei Unternehmen und Marktplatzbetreibern zum Handlungsbedarf für Logistik der Zukunft werden im Management besondere Beachtung finden.

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