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The Strategy of Distribution Management. Martin Christopher

This book examines the managerial issues surrounding the creation and implementation of distribution strategies in the broader context of logistics management. Author Martin Christopher analyzes the strategic importance of the distribution function and the problems it involves, and presents practical guidance for the manager responsible for it. Using a total distribution framework, he reviews each aspect of the distribution process and explains how to design and implement appropriate systems. His analysis is supported throughout by diagrams, checklists, and case studies. Drawing upon the experiences of practicing managers in Europe, North America, Asia, and Australia, he concludes that although logistics problems are the same the world over, differences in language, culture, and management style have a substantial impact on the solutions developed.

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