

Bibliographic Reference: Malindretos, G. (2015). Supply chain, logistics and customer service [Undergraduate textbook]. Kallipos, Open Academic Editions. http://dx.doi.org/10.57713/kallipos-499

Abstract

The book is aimed at undergraduate and postgraduate students, but also to professionals who wish to deepen their knowledge of both the theoretical background of supply chain science and practical examples of its application in the new modern environment of sustainability and sustainability requirements. Logistics as a science encompasses the movement and management of products from production to consumption at the lowest possible cost (cost minimization). The need for this has been intensified by the development of competitive conditions among companies to produce competitive products (quality, prices, functionality, etc.) and customer service. From the subject matter of logistics, it is clear that this is essentially a management method known as "Supply Chain Management (SCM)".



The Project is funded by the National Development Programme 2021-2025 of the Ministry of Education and Religious Affairs and implemented by the Special Account for Research Funds of the National Technical University of Athens and the Hellenic Academic Libraries Link.

