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Pierre David is a Professor of Business Administration at Baldwin Wallace University, a liberal arts institution located in Berea, Ohio. His teaching interests are in marketing and operations management, particularly as these disciplines are applied to an international environment: his primary teaching focus are the courses in international logistics and international market research offered ...

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Chapters one through four, which give an overview of international logistics, actually had some pretty interesting real life examples. Overall, the book was very informative to someone like me who did not know anything about transportation previously aside from having seen many semi trucks and trains over the years.

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International Logistics 1 Introduction This book is about international logistics and the international logistics system. International means that it will deal with transactions involving individuals or firms in more than one nation. Logistics means the organized movement of goods, services, and, sometimes, people.

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