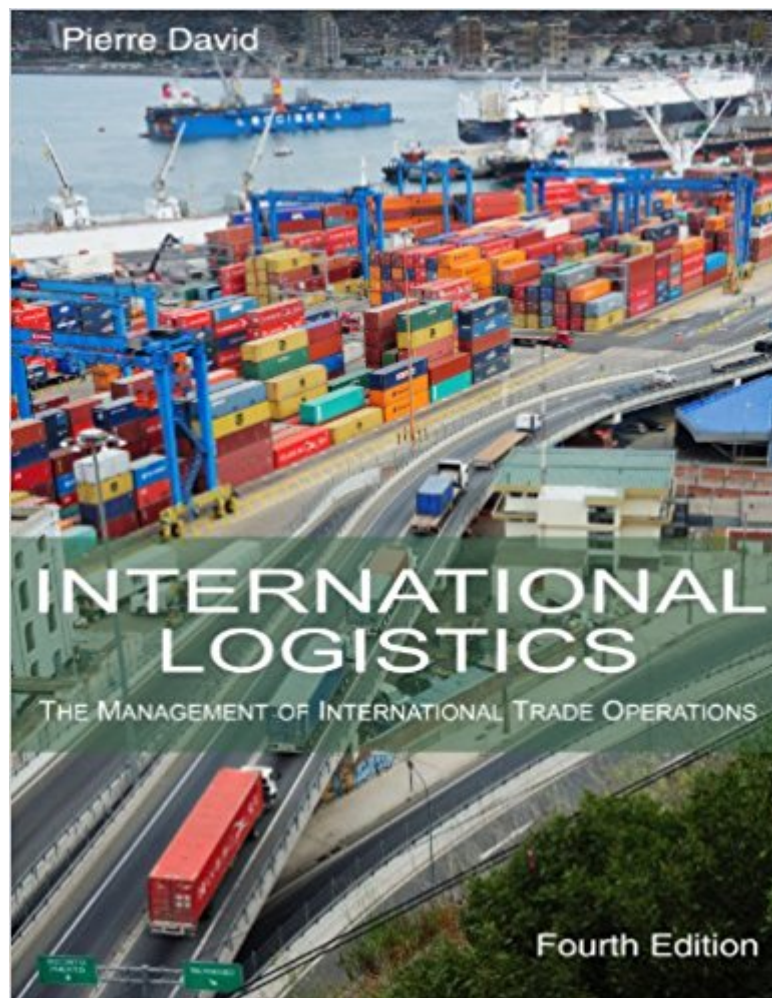




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International Logistics: The Management Of International Trade Operations



Synopsis

A full-color textbook covering all of the concepts of international logistics. This textbook is written from the perspective of the users, those managers who are actively exporting or importing goods or are otherwise involved in international trade operations. All of the relevant issues are thoroughly explained, including documentation, terms of payment, terms of trade (2010 Incoterms® rules), exchange rate exposure hedges, international insurance, Customs clearance, agency and distributorship sales contracts, packaging, transportation, and security issues.

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Customer Reviews

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 as part of the Baldwin Wallace International MBA program. His regular teaching schedule also includes courses in international marketing, market research, and operations management at the graduate and undergraduate levels. Based upon student recommendations, he has received the Bechberger Award for Excellence in Teaching. He earned a PhD from Kent State University, an MBA from the University of Pittsburgh, and an MBA from l'École de Hautes Études Commerciales du Nord in Lille, France, all of which were in marketing and operations management. Pierre has had the opportunity to conduct international logistics training sessions in the United States, France,

Turkey, China and Brazil. He has lived in four different countries (Tunisia, Switzerland, France, and the United States) and visited a dozen more.

I really love this book. Its easy on the eyes and keeps the reader engaged. I bought this book to learn about International trade for my classes and I'm glad I did. I has everything from the history of logistics, statistics, and in depth foundation of shipping.

Received book in ~ two days. Needed this book for a class. After reading the first three chapters, my opinion is that this is an excellent textbook. It is very informative, but not long-winded in explanation. The book is written in such a way that it promotes a flow, and mininizes stops in reading. I would rate this " five stars," but there are some minor typos, and it appears that one image graph is missing some information.

I have been sharing this book with my peers at work. It is full of great and interesting information and very easy to read.

A comprehensive reference book to start and to teach at the bachellor level.

Very interesting!

Excellent source for International Trade!

Great book to bring you up to speed on new Incoterms and knowledge of how items are shipped.

A great reference book in International Logistics

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