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His areas of expertise include reverse logistics, supply chain management, and the marketing-logistics interface. He has lectured on various logistics topics throughout Europe and Africa. Dr. Stock holds BS and MBA degrees from the University of Miami (Florida) and the Ph.D. from The Ohio State University. Douglas M. Lambert

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Furthermore, the related web site has been very helpful in utilizing this text. I will complement the text for certain modules (i.e., E-Commerce, Culture Change, Logistics as a Career). One always needs, no matter who the author, to provide relevant current material from other sources. A big thanks goes to Stock and Lambert for this text.

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Introduction Douglas M. Lambert is the Raymond E. Mason Chaired Professor Emeritus, Department of Marketing and Logistics, Fisher College of Business, and Academy Professor at The Ohio State...

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