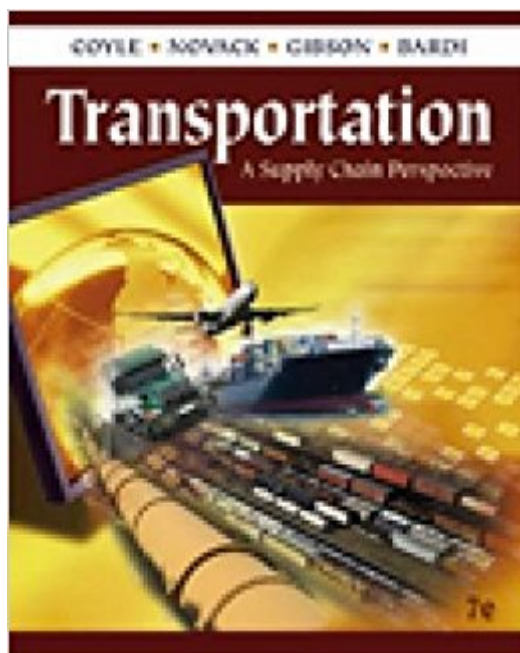


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# Transportation: A Supply Chain Perspective



## Synopsis

Transportation is arguably the most critical component of global supply chains. And one of the most complex. Delivering comprehensive coverage of current domestic and global transportation trends, *TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE*, 7e goes in depth to help readers understand the fundamental role and importance of transportation in companies and in society, as well as the complex environment in which transportation service is provided today. The text examines domestic and international transportation systems--and their legal issues--to give readers a thorough, easy-to-understand overview. Packed with real-world insight, *TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE*, 7e equips you with the tools you need to succeed in this fast-paced and rapidly changing industry.

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## Customer Reviews

John J. Coyle is currently director of corporate relations for the Center for Supply Chain Research and professor emeritus of logistics and supply chain management in the Smeal College of Business at Penn State University. He holds a BS and MS from Penn State and earned his Ph.D. from Indiana University in Bloomington, Indiana, where he was a U.S. Steel Fellow. He joined the Penn State faculty in 1961 and attained the rank of full professor in 1967. In addition to his teaching responsibilities, he has served in a number of administrative positions, including department head, assistant dean, senior associate dean, special assistant for strategic planning to the university president, and executive director of the Center for Supply Chain Research. He also served as Penn State's faculty representative to the NCAA for 30 years and to the Big Ten for 10 years. Dr. Coyle

was the editor of the Journal of Business Logistics from 1990 to 1996. He has authored or coauthored 20 books or monographs and numerous articles in professional journals. He has received 14 awards at Penn State for teaching excellence and advising. In addition, he received the Council of Logistics Management's Distinguished Service Award in 1991; the Philadelphia Traffic Club's Person of the Year Award in 2003; and the Eccles Medal from the International Society of Logistics for his contributions to the Department of Defense and the Lion's Paw Medal from Penn State for Distinguished Service, both in 2004. Dr. Coyle currently serves on the boards of three logistics and supply chain service companies and on the Advisory Board of the NLDC and continues to be active in teaching in the Executive Education Programs at Penn State.

Robert Novack is an associate professor of supply chain management in the Department of Supply Chain and Information Systems at Penn State University. He is also the Faculty Director for the Sapphire Leadership Academic Program in the Smeal College of Business at Penn State. From 1981 to 1984 he worked in operations management and planning for the Yellow Freight Corporation in Overland Park, Kansas, and from 1984 to 1986 he worked in planning and transportation at Drackett Company in Cincinnati, Ohio. Dr. Novack's numerous articles have been published in such publications as the Journal of Business Logistics, Transportation Journal, and International Journal of Physical Distribution and Logistics Management. He also is a coauthor of *CREATING LOGISTICS VALUE: THEMES FOR THE FUTURE*. Dr. Novack serves as an Associate Editor for the Journal of Business Logistics, Transportation Journal, and the Journal of Supply Chain Management. Active in the Council of Supply Chain Management Professionals, he has served as overall program chair for the annual conference, as a track chair, and as a session speaker as well as a member of numerous committees. Dr. Novack holds the CTL designation from AST&L and is a member of WERC. He earned a BS degree and an MBA in logistics from Penn State University and a Ph.D. in logistics from the University of Tennessee.

Brian J. Gibson is executive director of the Center for Supply Chain Innovation and the Wilson Family Professor of supply chain management at Auburn University. Previously, he served on the faculty of Georgia Southern University and as a logistics manager for two major retailers. He has received multiple awards for outstanding teaching, research, and outreach. Dr. Gibson's research has been published in the Journal of Business Logistics, International Journal of Logistics Management, International Journal of Physical Distribution and Logistics Management, Supply Chain Management Review, Supply Chain Quarterly, and other leading publications. He is coauthor of *TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE*, author of the electronic textbook *SUPPLY CHAIN ESSENTIALS*, and lead author of the annual State of the Retail Supply Chain Report. Dr. Gibson serves as SCPro

certification chair and board member for the Council of Supply Chain Management Professionals, education advisor for NASSTRAC, and supply chain steering committee member for the Retail Industry Leaders Association. Dr. Gibson earned a BS from Central Michigan University, an MBA from Wayne State University, and a Ph.D. in logistics and transportation from the University of Tennessee. Edward J. Bardi is principal of Bardi Consulting and professor emeritus of business logistics at the University of Toledo. He also has served as acting dean and associate dean of the College of Business Administration at the University of Toledo and has held faculty positions at Iowa State University. Dr. Bardi has published numerous articles dealing with business logistics, transportation management, carrier selection, economic development, and employee household goods movement in various journals, including TRANSPORTATION JOURNAL, JOURNAL OF BUSINESS LOGISTICS, HANDLING AND SHIPPING, BAYLOR BUSINESS REVIEW, INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION AND LOGISTICS MANAGEMENT, LOGISTICS & TRANSPORTATION REVIEW, and PERSONNEL JOURNAL. He also is co-author of SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 8E. A popular seminar leader of domestic and global business logistics management development programs, Dr. Bardi has served as a consultant to numerous business and public agencies in the areas of business logistics, marketing, and economic development. He received his B.S., M.S., and Ph.D. from Penn State University, majoring in business logistics/transportation economics.

I just completed the course for which I bought this book. I found numerous issues in the text, wrong words: "managerial" versus "marginal". Dollar figures in examples with transposed numbers. I also found numerous issues in the questions for the tests that evidently came with the text. Someone needs to do a thorough editorial review of the text and issue an a companion errata insert or downloadable document. Some of these issues are very real impediments to understanding the point being made. That said, the book is chock full of current and interesting information and articles and real world stories. My advice is if something isn't making sense to you, parse the sentence to see if you can determine if any of the wording or numbers could be wrong.

I prefer etextbooks for all my college classes and 's platform does well. I especially love the xray feature of the book. Instant flashcards! Even if the cost of 's etextbook is higher than what you are used to using, it is worth it! The time saved in the xray feature is completely worth it. The response time of the search is great. Oh... and of course you can use it offline, unlike some other platforms like Yuzu (if you are an anti-apple user). I have had no glitches or loading problems, unlike

Coursesmart. The textbook content is good. It's a textbook, not great literature but it does present the material in an easy to comprehend fashion.

Very informative book. I really learned a lot.

Came in a timely manner considering it was an APO, also very good condition! Couldn't beat this price, especially over the 8th edition which is literally 7 x the cost. A must buy!

Arrived as expected. Good quality as described.

Info is more out dated than new version. But basically the same. I still passed my class with an A

This book is the required text for my MBA class in transportation management. It seems thorough but the figures and statistics are at least four or five years out of date.

This was one of the better textbooks I've used. It is a fairly general overview of different modes of transportation, infrastructure, and issues that affect the industry.

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