



# Logística y marketing para la distribución comercial (Libros profesionales) (Spanish Edition)

*Ignacio Soret los Santos*

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En este libro se abordan elementos cualitativos y cuantitativos de aplicación a la logística y el marketing. El desarrollo es conceptual y práctico, mediante diversos casos que se aproximan a la realidad empresarial.

Este es el segundo libro que reedita el autor acerca de este tema (el primero fue, también con ESIC Editorial, Logística comercial y empresarial).

Se tratan los siguientes temas: almacenamiento y gestión de stocks, aprovisionamiento y compras, gestión de la producción y de los materiales (MRP y DRP), transporte, distribución y planificación de rutas, costes en la cadena de suministro, calidad, sistemas de información, benchmarking...

Además esta edición revisada añade un primer capítulo inicial con temas de actualidad como SCM (gestión de la cadena de suministro) y ECR (respuesta eficiente al consumidor).

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