



CHAPTER 1

An Overview of Logistics



Learning Objectives

- To understand the economic impacts of logistics
- To learn what logistics is
- To learn about the increased importance of logistics
- To understand the systems and total cost approaches to logistics
- To expose you to logistical relationships within the firm
- To learn about marketing channels
- To provide a brief overview of activities in the logistics channel
- To familiarize you with logistics careers



Logistics and the Supply Chain

- **Key Terms**

- Cost trade-offs
- Disintermediation
- Economic utility
- Form utility
- Landed costs
- Logistics
- Marketing channels

- **Key Terms**

- Mass logistics
- Materials management
- Physical distribution
- Place utility
- Possession utility
- Postponement
- Power retailer