



## **Chemielogistik: Markt, Geschäftsmodelle, Prozesse (German Edition)**

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Chemielogistik bedeutet mehr als nur Lager- und Transportlogistik. In Bezug auf Sicherheit und Umweltschutz hat die Branche hohe Anforderungen zu erfüllen. Transportaufwand und Anspruch an eine spezifische Verteilung werden immer komplexer. Die Chemielogistik muss sich den wachsenden Herausforderungen der modernen globalisierten Welt stellen.

Diesen Ansprüchen begegnen die Autoren, ausnahmslos Spezialisten in der Chemielogistik, mit intelligenten Investitionsmodellen - die Ideen und Ansätze zur gezielten Weiterentwicklung der Branche erstrecken sich dabei auf die Bereiche:

- Markt und Wettbewerb, dem Chemielogistiker in besonderem Maße ausgesetzt sind
  - Unternehmensführung, wo die Geschäftsmodelle zwischen Standortlogistikern, Speziallogistikern und Konzernlogistikern erheblich differieren
  - Prozess- und IT-Bereich, der von den hohen und speziellen Anforderungen der Chemieindustrie geprägt ist
- Herausgegeben von einem führenden Experten der Chemielogistik bietet das vorliegende Buch Praktikern die ideale Hilfestellung, eigene Prozesse in der Strategie- und Unternehmensentwicklung mit neuen Ideen anzureichern.

Mit aktuellen Interviews aus der Industrie (Bayer MaterialScience Customer Service GmbH, A.C.P. Logistics GmbH, Dachser GmbH & Co. KG)

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