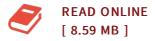




Logistics Issues for Western Companies Operating in China -Literature Review

By Paul Freudensprung

Grin Verlag Mrz 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 1998 in the subject Business economics - Supply, Production, Logistics, printed single-sided, grade: 1.2, The University of Sydney, language: English, abstract: Despite the heavy commitment of the central government impediments exist for foreign companies to successfully exploit business opportunities in China. Two major studies(Kawahara et al 1995, Carter et al 1997) suggest the most important barriers to businessoperations concern the supply chain and distribution, particularly transportation. The various logistics functions form major obstacles (Peng 1995, 680). Although this paper focuses on supply chain issues also value chain issues will be touched, as many of the outbound business functions are perceived as shared responsibility of marketing and logistics(Murphy et al 1992, 14). 40 pp. Englisch.



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