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## **Mark West writes for brand new edition of Logistics & Retail Management**

Published April 2004

People Processes and Solutions' Mark West has contributed to the second edition of business hardback Logistics & Retail Management.

The book, aimed at retail practitioners, students and academics, features research, reports and results combined with chapters by key professionals and scholars in the field. West has written a chapter titled Change Management: ERP an Implementation Case Study , based on his experience of 20 years in the retail supply chain arena.

The book, published by Kogan Page, is edited by John Fernie and PPS associate Leigh Sparks. It is the successor to the 1999 edition, with new chapters reflecting current issues in the fast-moving retail sector.

Leigh Sparks, co-editor, comments: "As with so many business sectors, modern technology and management techniques are allowing retail logistics systems to surge ahead in terms of speed and efficiency. However, with any fast-moving situation, a thorough understanding of the mechanisms of change is vital to sustain this progress. Hopefully Logistics & Retail Management will give readers a first-hand insight into how retail and logistics change - when managed properly - can positively affect the way we work."

Other contributors to the book include logistics and supply chain gurus Martin Christopher and Alan McKinnon. Logistics and Retail Management is due for international release in April 2004.

### **Details**

- Logistics and Retail Management, edited by John Fernie and Leigh Sparks
- Published by Kogan Page, April 2004
- ISBN: 0749440910

The book can also be ordered at [www.kogan-page.co.uk](http://www.kogan-page.co.uk)