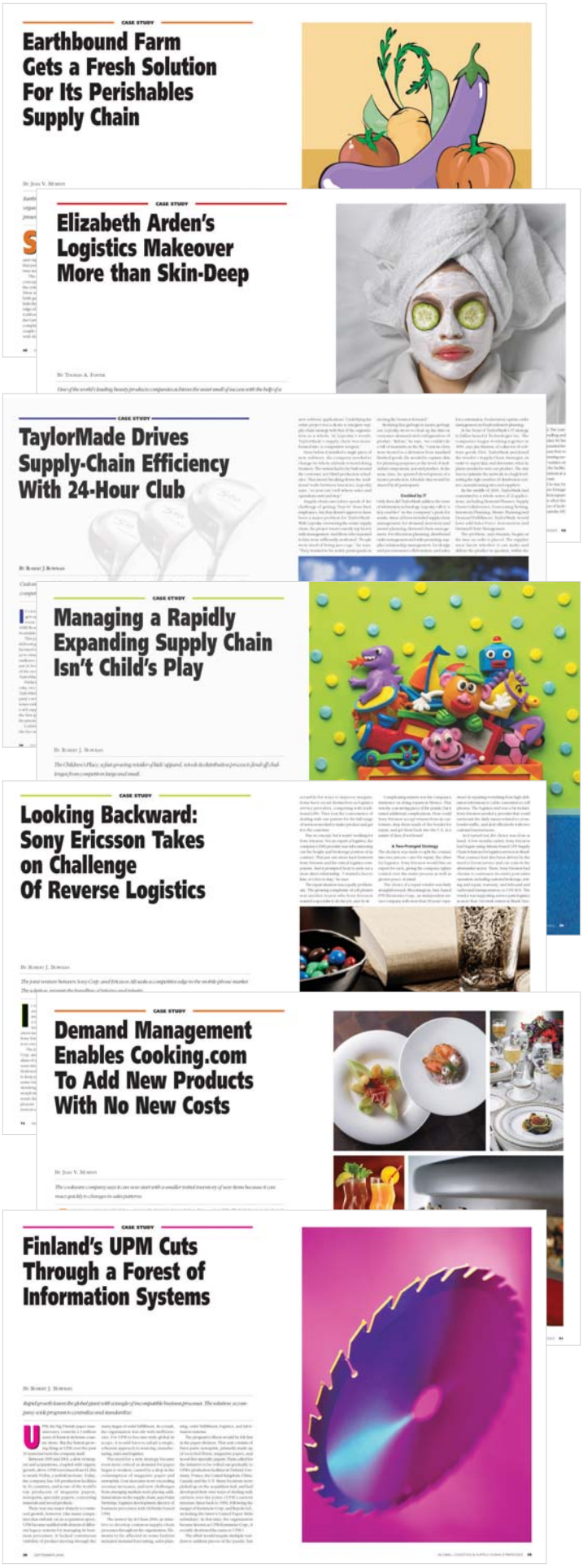
Case Studies:

Real-world Solutions to Real-world Challenges

Challenges are quick, difficult and never ending for supply chain professionals. They know that an information source that examines what their colleagues did to overcome similar problems is invaluable.

Global Logistics & Supply Chain Strategies presents real-world case studies. These reports, the most complete and in-depth of any supply chain management publication, detail the specific nature of the problem to be addressed. They describe how and why given solutions were chosen. They exhaustively track the implementation, including what problems occurred during that process.

Reporting is based on exclusive interviews with the company affected and any supply chain partners involved in the project. Tasked with meeting daunting schedules and deadlines while containing costs, logistics and supply chain professionals need an information source with case studies that give them real-world solutions to real-world challenges.



CASE STUDY

Now Playing: MGM's Home Video VMI Program



CASE STUDY

Best Buy's Journey To a Best-in-Class Supply Chain



Levi Strauss Revamps Value-Channel Supply Chain to Keep Pace With Outlet Shoppers





CASE STUDY

CooperVision Scales Up Logistics Operations To Keep Pace With Rapid Growth



CASE STUDY

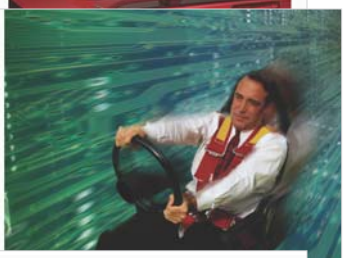
For Ford Motor Co., the Aftermarket Is No Longer an Afterthought

Hershey Kisses Its Supply-chain Inefficiency Good-bye

The Hershey distribution network began to fragment.

CASE STUDY

Brash High-Tech Start-up Matures Into a Profitable Unit of Siemens



CASE STUDY

Philips Consumer Electronics Revamps Distribution With Outsourced Solution



CASE STUDY

Time Warner Books Creates a Showpiece for Distribution

CASE STUDY

From Spreadsheets to Supply-chain Planning Implementation: How Sweet It Is!

CASE STUDY

Scotts Cultivates a Customer-Centric Supply-chain Strategy



CASE STUDY

For RadioShack, A Unique Business Model Is No Shield Against Competition



CASE STUDY

Supply Chain Transformation At Sara Lee Foods Presents 'One Face to the Customer'



HP Invents New Framework for Managing Supply Chain Risk





Ideas & Trends:
The Latest in Supply Chain Thinking

Change and innovation are two of the most important words in the supply chain lexicon, and supply chain professionals must keep abreast of the evolution in their world. They must understand the impact of change and how to accept or counteract it. And they need detailed intelligence on the most innovative ideas.

The latest in supply chain thinking is found in *Global Logistics & Supply Chain Strategies.*





Executive Interviews:

What The Experts Say

In exclusive interviews, top SCM executives of the best and most innovative companies discuss their complex supply chain challenges, and how they overcame them.

Through candid conversations with *GL&SCS* Editorial Director Jean V. Murphy, these executives walk readers through the problems faced by their companies, and then through the analysis and decision making process needed to solve them.

No other supply chain management publication has the attention of top-level logistics and supply chain professionals—or the lineup of top-flight interviewees—like *GL&SCS*.

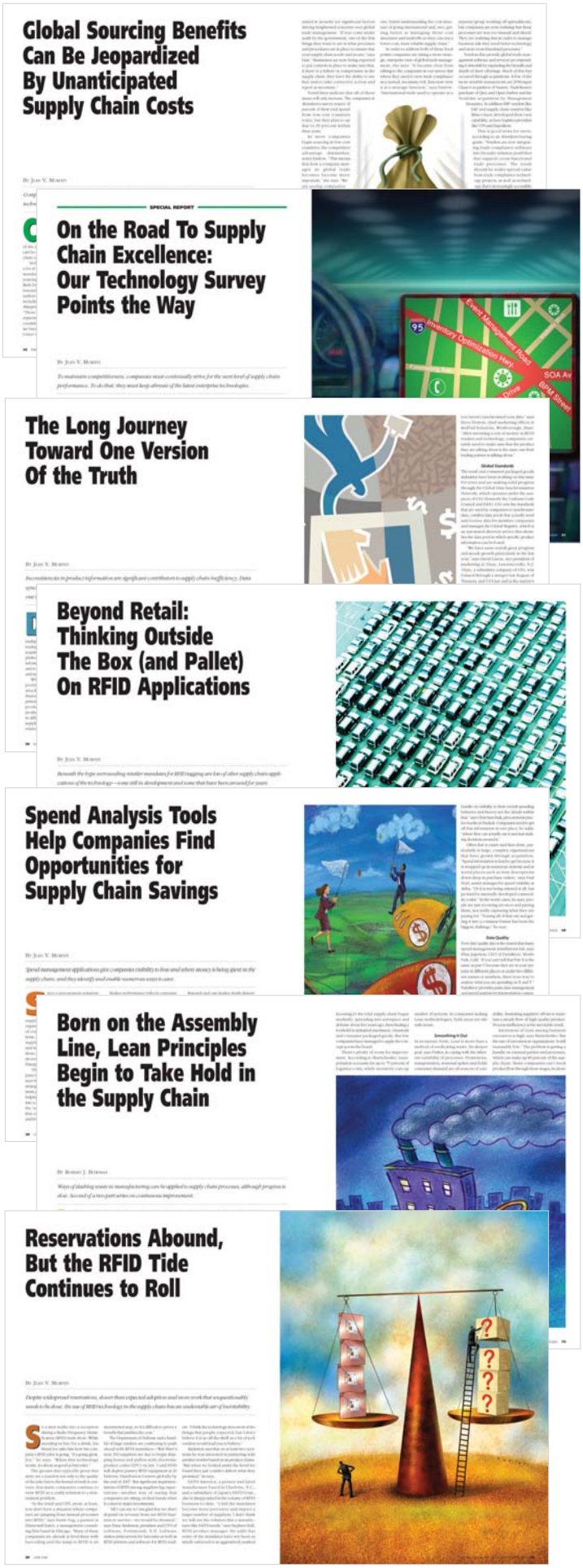


Logistics Features:
Delivering Value

By definition, logistics professionals work in a world never at rest. Most important are the challenges they face to achieve optimal transportation and distribution. These professionals need dependable and ongoing information to help them deal with real-world logistics challenges.

In the feature pages of *GL&SCS*, logistics and supply chain executives reveal what products, services and strategies they use to maximize logistics efficiency.





Technology Features:
Analysis & Implementation

No part of the supply chain is untouched by technology, and no part of a supply chain professional's work life is complete without an understanding of the role of technology products and solutions.

That understanding requires a reliable conduit of information. *Global Logistics & Supply Chain Strategies* presents authoritative articles on how the latest in technology is optimizing the supply chain. These features are based on extensive interviews with end users as well as with the developers of the technologies they depend on.

Departments:

Important News—Brief and to the Point

FastForward comprises the latest ideas and innovations in supply chain management, with reports from the most recent forums, seminars and user conferences, detailing experts' thinking on supply chain excellence.

Up Front is a multi-page report on products and services that maximize supply chain efficiency, and on important customer wins in logistics and technology. Up Front also highlights important supply chain developments in such industry verticals as Automotive, High-Tech/Electronics, Retail, CPG, Food, and Process Manufacturing.

Transportation Industry Voices is a two-page interview with top-level executives in all modes of transportation—airfreight, ocean cargo, trucking and rail. In each issue, one of these leaders discusses how important opportunities, challenges and trends in their industry are impacting supply chain management.

Executive Education previews upcoming conferences, seminars and business courses designed for logistics and supply chain professionals.

Professional Services examines the use of outside parties with special capabilities that few organizations can effectively manage in-house. The specialties include such areas as freight audit and payment, site location, legal counsel, insurance, security and executive search.

Opinions—End users of products and services or analysts and consultants sound off on a wide range of SCM issues and trends as they see them.

