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By Morgan Swink, Steven Melnyk, M. Bixby Cooper, Janet L. Hartley

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### **About the Author**

Associate Professor in the Department of Marketing and Supply Chain Management at Michigan State University. He is co author of three texts on distribution and logistics, including World Class Logistics: The Challenge of Managing Continuous Change published by the Council of Logistics Management and Strategic Marketing Channel Management published by McGraw Hill. His research has focused on logistics best practices in customer service and in performance measurement. He also served for four years on the Executive Board of the International Customer Service Association as Head of the Research and Education Committee.

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