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sourcing materials to  
distribution and  
transportation, a  
supply chain is the  
critical connection  
between clients and  
businesses. Members  
of the supply chain  
manage the entire life  
cycle of a product,  
which includes how a  
product is acquired,  
distributed, allocated,

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Global supply chains  
are essential to  
worldwide commerce,  
and the underlying  
logistics involved in  
sending, receiving,



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moving, and storing goods is central to that success. It's no surprise that the terms "supply chain" and "logistics" have become conflated and are often confused with each other.

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With global supply  
chains, the level of  
uncertainty increases  
with each additional  
market that is  
involved. Political

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actions in another country can have dramatic effects on the supply chain; natural disasters might have a major impact on shipping and transportation; and wars , labour strikes, or civil unrest can result in low productivity.

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logistics. Encompassing both practical and strategic perspectives, it also takes a truly global perspective, recognising the transnational nature of logistics activities in today's world.

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