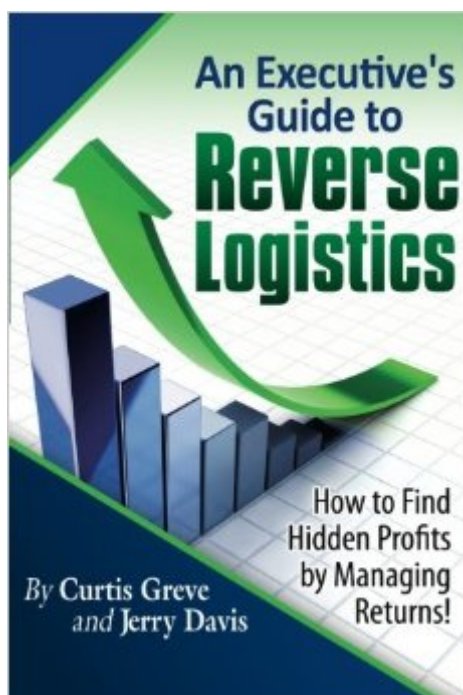


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# An Executive's Guide To Reverse Logistics: How To Find Hidden Profits By Managing Returns



## Synopsis

In today's economy every business executive is looking for ways to reduce costs and improve customer satisfaction. Most of the usual steps, like cutting payroll, reducing expenses, and negotiating better deals, have been exhausted. Business leaders are now looking for new ideas to achieve their goals. In many organizations, reverse logistics is an area of untapped opportunity that can have a positive impact on both customers and earnings. It takes leadership and resources in order to take advantage of these opportunities but the payback can be significant. If you are new to the world of returns management the question is "How do you find hidden profits in reverse logistics?" "An Executive's Guide To Reverse Logistics" has the answers. If you are a supply chain executive who needs to understand more about reverse logistics, or if you are a CEO or CFO looking for ways to reduce the financial impact of product recalls and customer returns, this book is for you. "An Executive's Guide To Reverse Logistics" is filled with explanations, facts, process flows, diagrams, tools, and best practices developed over the authors' combined 40 years of hands-on, reverse logistics experience. Simply put, this book is a roadmap that will help you find hidden profits by managing returns.

## Book Information

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## Customer Reviews

The Greve-Davis tandem, thought leaders in the reverse logistics industry, have penned the definitive work on the field of reverse logistics. Davis, who was the founder of the reverse logistics industry and Greve, who has worked in the industry from its inception, have an unparalleled wealth of knowledge and experience from which to draw. Not only do they bring their personal experience and wisdom alive on the pages with real-life examples of reverse logistics solutions, they cast their

vision for the future of the industry in the book. A must-read for all reverse logistics industry executives, and those interested in maximizing profits and sustainability in manufacturing, asset recovery and returns management. This book is destined to be the go-to source of information and vision for reverse logistics executives and educators.

Hands down the best book I have read on reverse logistics. The authors have passed on a wealth of insight into the world of returns and thoughts on where the industry is headed.

Practical, thoughtful, scalable solutions are offered by the authors, who draw inspiration from an inevitably rich tradition of success in reverse logistics functions. The creative insight provided in this book is a refreshing take on how to improve profits in any industry. I highly recommend this read for anyone hoping to promote efficiencies for their company.

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