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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.

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Donald Waters has written several books on logistics and operations management. He is a chartered member of the Institute of Logistics and Transport and a Fellow of the Chartered Institute of Transport. He has lectured extensively in the area and was until recently Professor of Operations Management at the University of Calgary, Canada.