



An Executive's Guide to Reverse Logistics: How to Find Hidden Profits by Managing Returns

Curtis Greve, Jerry Davis

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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.

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