



### Logistics clusters: delivering value and driving growth

YOSSI SHEFFI | MIT PRESS | £20.95/\$29.95

Sheffi, supply chain management expert and director of the MIT Center for Transportation and Logistics, unpicks the phenomenon of logistics clusters – geographically concentrated sets of logistics-related business activities.

The book opens with insights into two very different firms, fish processor Caladero and fashion chain Zara, explaining how such diverse products have one

common link – they spend a brief stint in Zaragoza, Spain. Sheffi details how it becomes more than just a location for transportation, but also offers services such as customisation of products or packaging at lower prices because it's all done in one place.

**PROS:** Fascinating and very useful insight

**CONS:** Lengthy