



Retailing Logistics & Fresh Food Packaging

Kerstin Gustafsson, Gunilla Jonson, David Smith, Leigh Sparks

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The fresh food supply chain is being transformed: retailers are gaining increasing power and control over manufactures, and the location and nature of production is evolving. This international author team, including both practitioners and academics, analyze state-of-the art packaging logistics for fresh food retailing, drawing on primary research carried out in Europe.

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