Logistics
All You need to know

As taught by Steven Keats © 2012
The logistics chain is as strong as the weakest link
Know what you are getting into
“If it’s not one thing... it’s another”

Rosanna Rosanna Dana
You can’t always trust what the system says

We are currently still investigating this occurrence, as we received word yesterday that this may have been an incorrect update in our internal systems which diverted the container in error. I am still waiting on confirmation however.
Looking up a schedule?
The system says

Bad Referrer - Access Denied

The link resides at: http://apl.com/cgi-bin/tsrvssel.pl?nal-a, which is not allowed to access this cgi script.

Sorry! REF=http://apl.com/cgi-bin/tsrvssel.pl?nal-a
Trucks, ships and airplanes transport cargo. But it is people that move the cargo.
Careful cargo handling is a must.
How we feel about the carriers:
“It’s Ok to lie to us.... Just pretend you care”
What it looks like when it’s going well
What it looks like when it’s not
Which is why you should always insure
The fate of your shipment hangs in the ongoing struggle between the planners and sales
We will deliver.. No matter how or where
We in logistics are unsung hero making the door delivery
Your container is in there somewhere...

* Besides you... who else cares? We do.
Rising affluence in Latin America
Oops..

Click on this link for a true to life logistics adventure

* http://www.youtube.com/watch?v=4R56EeRdgFs