

# BASICS OF LOGISTICS SUPPORT SERVICES



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The author of this book is Associate Professor and Head-Post Graduate Dept. of Commerce with International Business at Nallamuthu Gounder Mahalingam College, Pollachi.

His additional qualifications include : Certificate Courses in 'Introduction to Research' by IIT, Madras; Journalism & Communication; Advertising, and Personality Development. Dr. Vignesh has done a large number of projects relating to Marketing Techniques, Customer Satisfaction, Problems & Prospects of Coir Exporters in Coimbatore, etc. He has participated in a number of seminars, conferences, workshops and also presented papers in several of them. He has published over 50 papers on various aspects of Marketing Management in UGC care-listed journals. The author has contributed for more than 15 years and served as a University nominee for International Business Department of PSG College of Arts & Science, Dr.NGP Arts & Science College and VLB Janakiammal College of Arts & Science, Coimbatore. His presence is conspicuous in the academic world in the role of a judge, subject expert, moderator, coordinator, examiner or a paper setter for conducting practical exams in and around Coimbatore. He has authored four books, all ISBN publications. The latest ones being titled 'Export Performance of India' and 'Modern Exploration on Inventory, Logistics & Supply Chain Management'. He is having a close association with Alagappa University, Indian Maritime University, AMET University and CAMS.

His Dept. at NGM is known for giving high quality, value based and career oriented education.

His vision is to create a new generation of global entrepreneurs with a sense of creativity, dignity and patriotism to meet the ever-changing challenges that sustain the purity and cultural heritage of our great nation.



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