

LOGISTIC MANAGEMENT IN COMMERCE ENTERPRISES

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ABSTRACT: The importance of logistic management for the general development strategy of functioning of the enterprise is a stimulus to consider it in terms of new methodology in enterprise management. Taking into account the up-to-date experiences of logistics, either as a scientific branch or a practice, logistic management cannot be treated in the same way as the system management, through its aims, or the strategic management understood as new method of management.

Key words: logistic, management, enterprises

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