

Figure 2.1 Logistics managers always balance competing aims

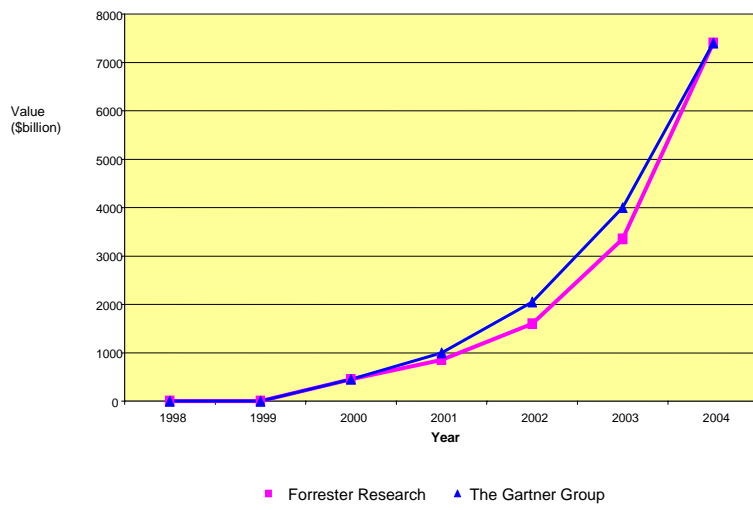


Figure 2.2 Estimates of the value of global electronic trade

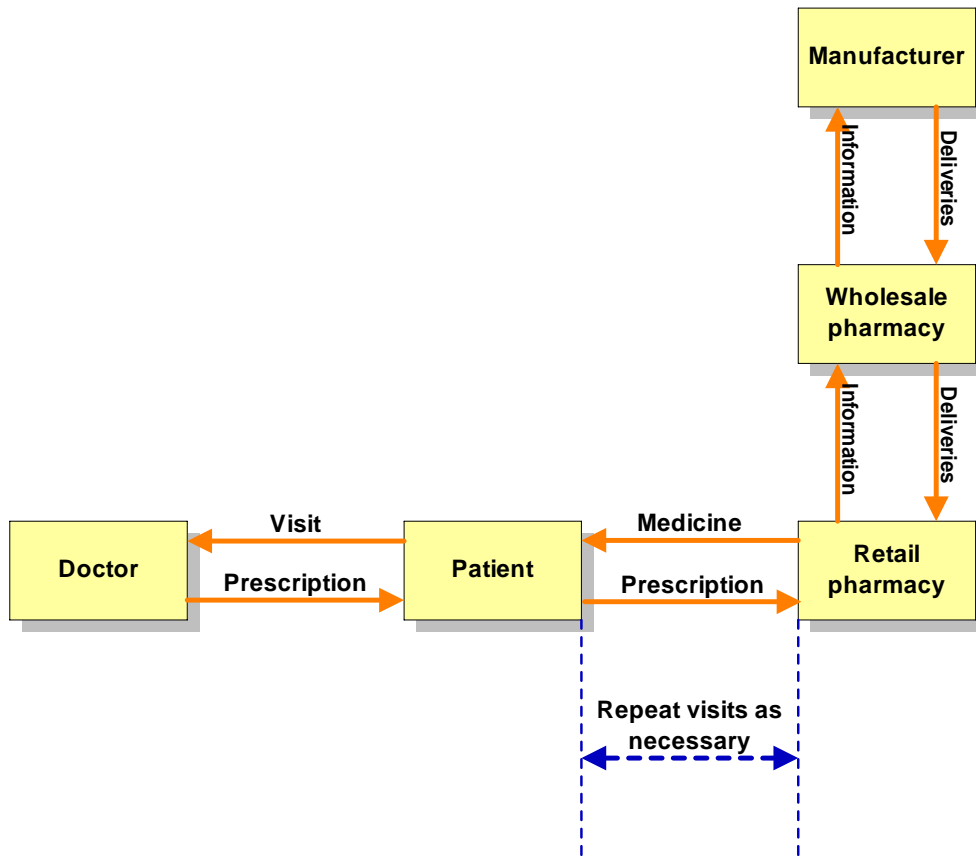


Figure 2.3 Part of the traditional supply chain for pharmaceuticals

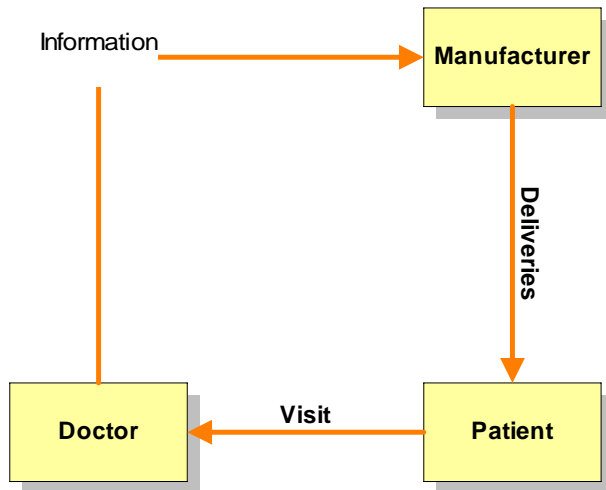


Figure 2.4 Simplified supply chain for medicine