Preface

> . . . enlisting the *right* consumer with the *right* product, in the *right* quantity, in the *right* condition, at the *right* place, at the *right* time, at the *right* cost to service the *right* customer.

We have gone beyond the time-honoured 7Rs of logistics by adding an eighth R: 'enlisting the *right* consumer'. Drawing upon the consumer's assistance presages a fifth great logistics wave to add to the preceding four — physical distribution management, business logistics, supply chain management and global logistics — that have been reactions to industrialization, mass consumption, informatization and globalization respectively. The new wave is a response to digitization.

We draw upon the analogy of logistics practitioners being akin to surfers responding to great waves, although neither of us possesses any surfboard skills in that equally challenging arena. One of us began academic life as a human geographer and the other commenced as a development planner, and we have both become increasingly engrossed in the logistics field. Our paths first crossed in the mid-2000s when we were engaged in developing a course for the Masters of Global Logistics Management (MGLM) at Inha University, Incheon, in the Republic of Korea. A stint as consultants on the 'Transport Efficiency through Logistics Development Policy Study' in the People's Republic of China followed, which spiralled into regular meetings in Melbourne.

One early meeting led to a discussion on developing a new conceptual framework for analysing global logistics. The outcome featured interactions between the three key players involved in distribution — supplier, producer and consumer — and the factors impinging on each of them within the context of governance and developments in information and communications technology. At subsequent meetings we recognized the need for a book that discussed how digitization challenges global logistics and requires a new conceptual framework.

Initial priority was focused on the likely effects of the technological trends of 3D Printing and the Internet of Things upon global logistics practices. As time progressed during alternating meetings on the book in Canberra and Melbourne, the social and business trend of Omnichannel Retailing came to the fore and the emerging power of the consumer was recognized.

This recognition led to the concept of 'Consumer Logistics' being coined and defined to match descriptions of past waves in logistics stretching over the past sixty years. Also the notion of 'consumer ubiquity' was invoked and used to distil the essence of Consumer Logistics in self-service and sharing economies. Subsequently the discussion of the concept was split into two: Consumer Logistics 1.0, to monitor how logistics service providers have responded to the rise of Omnichannel Retailing; and Consumer Logistics 2.0, to gauge how the changes triggered by the Internet of Things and 3D Printing are likely to affect logistics and supply chain operations. Finally, attention was paid to the theoretical implications by seeking an analogy that interprets both past practices and the current visible reshaping of the logistics business landscape.

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