

**A Comparative Assessment of Senior and Logistics
Executives' Perceptions of Logistics Value**

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HEADNOTE

Logistics executives are faced with the task of satisfying various customer groups, both internal and external to the firm. The importance placed upon logistics by these groups will have an impact on how logistics performs in satisfying customer requirements. One customer group that has tremendous influence over logistics is the senior executive group within the firm. Their perceptions concerning the importance of logistics to external customers will affect the importance logistics takes within the firm. This research compares the perceptions of a sample of logistics executives and their senior executive counterparts concerning the importance, or value, of logistics to external customers and to the firm's competitive position.