company: AT&T

In this discussion, explain the key transportation success factors in GSCM. In your explanation, apply the success

factors to your selected company.

In your initial post, address transportation methods comparing their costs along with variance in reliability, speed, and

security. Discuss the reasons that your selected firm or business unit might use or not use each method. Base your

insights about your selected firm or business unit on professional (Wall Street Journal, trade books, magazines, or

websites) or scholarly sources (peer-reviewed journal articles).

REFERENCES: USE ALL

Use your Global Logistics and Supply Chain Management text to read the following:

Chapter 5, "Transport in Supply Chains," pages 101–116.

Chapter 6, "Transport Security," pages 117–130.

Chapter 7, "Logistics Service Providers," pages 131–141.

Chapter 15, "Reverse Logistics," pages 289–305.

Chapter 17, "Management Science Applications," pages 317–328.

Use the Capella library to read the following:

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distribution network through transportation modelling. The International Journal of Transport & Logistics, 18(44), 15–

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Véronneau, S., & Roy, J. (2014). Security at the source: Securing today's critical supply chain networks [PDF].

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Use the Internet to read or view the following:

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https://www.cbp.gov/border-security/ports-entry/cargo-security/csi/csi-brief

Harrod, S. (Producer). (n.d.). Introduction to supply chain management, transportation [Video] | Transcript. Retrieved