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**ADVANCED IT-BASED LOGISTICS CAPABILITIES FOR SUSTAINABLE
COMPETITIVE ADVANTAGE**

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This paper investigates the ways to achieve competitive advantage by firms. The focus of the paper is in getting competitive advantage through advanced logistics capabilities. The role of IT in improving the capabilities of the logistics firms has also been discussed at length. Besides the global logistics scene an attempt has been made to review the logistics status in India. Based on the discussions in the paper it is observed that IT-based advanced logistics capabilities of the organizations may add to the competitive advantage of the manufacturing and service organizations.

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