



The MIT Data Center Program

Press Release – GLOBAL RFID

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A new book by Springer Verlag titled **Global RFID: The Value of the EPCglobal™ Network for Supply Chain Management** is currently available in the United States, Europe, and Asia.

Co-authored by **Edmund W. Schuster** (MIT), **Stuart J. Allen** (Penn State Erie – The Behrend College), and **David L. Brock** (MIT), the book contains nearly 600 citations from a number of different sources, providing a unique blend of journalism and applications research. Written for a general audience, the emphasis is on case studies concerning the value of the EPCglobal Network and RFID technology along with a focus on supply chain management and implementation.

The introductory chapters provide an overview of RFID technology, the EPCglobal Network, and the concept of unique identification. The remaining chapters cover a number of industrial topics through case studies or in-depth analysis, including: warehousing, the customer interface, service parts inventory management, the pharmaceutical supply chain, medical devices, agriculture, processed food, retailing and theft prevention, the defense industry, Enterprise Resource Planning Systems (ERP), return on investment (ROI), enhancing revenue, and data interoperability. In total, there are 330 pages, 16 chapters, 33 figures, 8 tables, a Foreword, and a Preface by the authors.

Kevin Ashton, vice president of marketing for ThingMagic and **Professor Sanjay Sarma** of MIT provide individual essays that appear in the Foreword. Each puts forth their views on the formation of the MIT Auto-ID Center, including specific mention of the people involved. Both Kevin and Sanjay, along with Dave Brock, a co-author of the book, were the founders of the MIT Auto-ID Center, beginning their joint work on this project in the late 1990's.

Orders can be placed directly with Springer Verlag at

<http://www.springer.com/3-540-35654-1>

Amazon.com and other retailers also carry the book.

For additional information, please feel free to contact Edmund W. Schuster at Edmund_w@mit.edu, or visit www.mitdatacenter.org

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