

# Logistics?

Have you seen the new UPS commercials? It's about logistics. There are several different iterations, but they all talk about how important logistics are, and of course, UPS is all about logistics. Really? I thought UPS was about shipping. But I guess I am supposed to now think of shipping as just the visible part of the complex web that is logistics.

[youtube id=mRAHa\_Po0Kg&fs=1&hl=en\_US]

What's good:

Song is memorable. Logistics is a new USP for UPS. It has definitely caught my attention.

What's bad:

Logistics? Really? Is that why I would ship with UPS over Fedex?

Your thoughts?