

The Invisible Wizard



General Dwight D. Eisenhower said, “You will not find it difficult to prove that battles, campaigns, and even wars have been won or lost primarily because of logistics.”

It’s easy to take logistics for granted because it doesn’t look or sound exciting. Big guns and fighter aircraft are what carry the “wow” factor.

By contrast, logistics is a silent, steady stream of parts materializing in the background—the parts you need to do good PM.

Logistics is an invisible hand waving a supply wand, summoning both fuel to fill your tank and the tool to twist off that stuck connector.

Logistics conjures the beans for your belly and the lube for your weapon. It takes a special kind of magic to simultaneously keep bellies from growling and guns from fouling.

