

<<物流英语>>

图书基本信息

书名：<<物流英语>>

13位ISBN编号：9787121190834

10位ISBN编号：7121190834

出版时间：2012-12-1

出版时间：电子工业出版社

作者：王艳 主编

页数：218

字数：380000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<物流英语>>

内容概要

本书自出版以来，因写作质量高，注重与时俱进，深受全国各高职高专院校广大师生的欢迎，并于2008年被北京市教委评为北京市高等教育精品教材立项项目。

本书已多次重印，此为第3次修订再版，作者审慎地对原教材进行了知识更新和补充，以使其更贴近经济生活、更符合社会发展、更好地为我国物流经济和教学实践服务。

?

本书共10个单元，内容包括：物流运输、货运代理仓储、包装、采购、客户服务等主要业务环节；该书注重物流英语应用能力的培养，是一本实用性和趣味性并重的教材。

?

由于本书选材新颖、难度适中、通俗易懂，注重突出职业教育的特点与实际应用，因此不仅可作为高职高专院校物流管理专业的首选教材，也可作为物流企业从业人员的在职岗位培训教材，并为广大社会从业者提供有益的参考和借鉴。

<<物流英语>>

书籍目录

Unit 1 Introduction to Logistics
Text 1 What is Logistics
Dialogue 1 Introduction to Logistics Company
Text 2 Activities in Logistics System
Dialogue 2 Visiting a Logistics Company
Unit 2 Customer Service
Text 1 What is Customer Service
Dialogue 1 Delay of Delivering
Text 2 How to Improve Customer Service Level
Dialogue 2 Making a Complaint
Unit 3 Warehousing
Text 1 Warehouse Operation
Dialogue 1 Visiting a Warehouse
Text 2 Inventory Management
Dialogue 2 How Much Should I Order
Unit 4 Transportation and Distribution
Text 1 Transportation Mode
Dialogue 1 Negotiating about the Transportation Conditions
Text 2 Distribution Management
Dialogue 2 Partial Shipment and Transshipment
Unit 5 Packaging
Text 1 Introduction of Packaging
Dialogue 1 Packing of Silk Stockings
Text 2 Functions of Packaging
Dialogue 2 the Packaging of Beer
Unit 6 International Logistics
Text 1 Containerization
Dialogue 1 Talking about the Unloading Port
Text 2 Main Logistics Documents
Dialogue 2 Change of Port of Destination
Unit 7 Purchasing
Text 1 Purchasing
Dialogue 1 What is Purchasing
Text 2 Purchasing Process
Dialogue 2 Ordering Equipment
Unit 8 the Third Party Logistics
Text 1 the Nature of the Third Party Logistics
Dialogue 1 Searching the 3PL Companies
Text 2 3PL in China
Dialogue 2 Evaluating 3PL Companies
Unit 9 Supply Chain Management
Text 1 Supply Chain Management
Dialogue 1 Developing a Supply Chain
Text 2 Developing Trends in Supply Chain Management
Dialogue 2 the Possibility of Creating a Supply Chain

<<物流英语>>

Unit 10 Logistics Information Management

Text 1 The Role of Information Management

Dialogue 1 Difference between legacy system and present system

Text 2 Pick-to-Light Basics

Dialogue 2 Introduction to Supply Chain Management Information System

Appendix 附录一 Logistics Terms

Appendix 附录二 Reference Key

Appendix 附录三 International Logistics Words

Appendix 附录四 Logistics Documents

参考书目

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>