

<<物流货代英语>>

图书基本信息

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### 内容概要

本教材将物流与货代融合在一起，并充分突出实践性强的业务内容。

在第一部分物流英语中，通过案例分析的材料，在介绍基本专业词汇和句型的同时让学生对物流运作更加了解；而在货代英语的部分中，首先介绍了货代从业人员必须具备的基本理论知识，并在此基础上介绍了货代业务中操作性很强的询价、报价、日常业务沟通函电写作、货代协议撰写等内容，在每章后面编写了习题供读者反复练习，并在本书的末尾为部分习题提供了参考答案。

同时，为了便于读者学习，在书后列了一些货代业务常用的缩写和专有名词，以备读者查阅和参考。

书籍目录

Part Logistics English Unit One Logistics Unit Two Supply Chain Strategy Unit Three Distribution Strategy Improvement Unit Four Customer Service Improvement Unit Five Warehousing Unit Six Transportation Management Unit Seven ProcurementPart Freight Forwarding English Unit Eight An Introduction to International Freight Forwarding Unit Nine Containerized Transportation Unit Ten Shipping Documents Unit Eleven An Introduction to Freight Forwarding Companies Unit Twelve Enquiry and Quotation Unit Thirteen Communications in Daily Practical Work Unit Fourteen Agency AgreementAppendix Abbreviations and Definitions Used in Daily CommunicationKey to the ExercisesReferences

## 章节摘录

For any company that produces or distributes a product to the market , their distribution network is the lifeline via which their products are delivered. As a comparison , the distribution network can be likened to the body ' s circulatory system. Our bodies require oxygen to survive , just as our customers require our products to maintain their business. To transport the oxygen the body has blood ; the distribution network has trucks , trains and boats. So if distribution networks are so essential to keeping businesses alive , why do so many companies neglect them ?

These networks are often outdated , inefficient and not cost-effective. To change the network requires detailed analysis , research , planning , and some setup costs. The task is not easy ; but , if we were experiencing similar physical problems , we would not take years to visit the doctor. If we did , simple curable illnesses may turn out to be much more serious ' and possibly grave. So what drives companies to examine and change their distribution networks ?

Many companies realize that inadequate distribution networks result in inefficient methods of storing and shipping their products. Improving their distribution networks can be an opportunity to reduce costs , while at the same time improve service.

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