

<<中国流通业比较>>

图书基本信息

书名：<<中国流通业比较>>

13位ISBN编号：9787800966231

10位ISBN编号：7800966232

出版时间：1999-08

出版时间：中国致公出版社

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>

书籍目录

CONTENTS

Preface

Prefatory Remarks to the English Version

Chapter One The Place of Distribution in the National Economy and Reform of the Distribution System

Section One Reform and Development of China's Distribution System and the Place of this System in the Chinese Economy

Section Two The Revolution in the Japanese Distribution System and Characteristics of Japanese Distribution Institutions

Chapter Two Distribution Structures and Organizations

Section One Retailing Structure in China

Section Two The Dominant Format of Retailing in Japan

Section Three Changes in the Formats of Retailing in China Since the Beginning of the Reform

Section Four The Organization and Operational Modes of Retailing in Japan

Section Five Wholesaling in China and the Problems It Faces

Section Six The Structure of Wholesaling in Japan

Section Seven "Sogo - shosha" in Japan

Section Eight Rural Distribution Institutions in China and Japan

Chapter Three Conventional Practices in Business Transactions and the Pricing Process in Distribution

Section One A Comparison Between Traditional Practices in Business Transactions and the Pricing Process in China and Japan

Section Two Efficiency and Costs of Distribution

Chapter Four The Cargo Movement Industry and the Current Trend of Its Development

Section One Cargo Movement in China and the Cargo Movement Industry

Section Two The Growth of the Cargo Movement Industry in Japan and the Experience China Can Draw from this Growth

Chapter Five Popularization in Distribution of Computerized Information Techniques and Its Significance

Section One The Popularization of Information Techniques in China's Distribution System and the Problems Arising There from

Section Two The Popularization of Information Techniques in Japan's Distribution System and the Experience It Affords

Chapter Six Distribution Policy

Section One The Distribution Policy Adopted by China Since the Initiation of the Reform

Section Two The Evolution and Assessment of Japan's Distribution Policies

Section Three Policies for Opening Up the Area of Distribution to the Outside World

Chapter Seven The Distribution of Staple Commodities and an Analysis

<<中国流通业比较>>

of Relevant Case Reports

Section One Grain Distribution in China and Japan

Section Two Vegetable Distribution in China and Japan

Section Three Distribution of Sugar and Wine in China and Japan

Section Four Distribution of Steel Products in China and Japan

Section Five Distribution of Cement in China and Japan

Section Six The Setup and Functions of A Marketing Establish-

ment Organized by A Manufacturing Enterprise in China

Section Seven The Distribution Activities of Japanese Enterprises in China

A Commentative Postscript by the Compiler of This Book

<<中国流通业比较>>

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>