

<<当代物流学>>

图书基本信息

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前言

随着我国加入WTO，越来越多的国内企业参与到国际竞争中来，用国际上通用的语言思考、工作、交流的能力也越来越受到重视。

这样一种能力也成为我国各类人才参与竞争的一种有效工具。

国家教育机构、各类院校以及一些主要的教材出版单位一直在思考，如何顺应这一发展潮流，推动各层次人员通过学习来获取这种能力。

双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。

事实上，双语教学在我国教育界已经不是一个陌生的词汇了，以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。

但从另一方面来看，双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。

如今，依然是有人赞成有人反对，但不论是赞成居多还是反对占上，双语教学的规模和影响都在原有的基础上不断扩大，且呈大发展之势。

一些率先进行双语教学的院校在实践中积累了经验，不断加以改进；一些待进入者也在模仿中学习，并静待时机成熟时加入这一行列。

由于我国长期缺乏讲第二语言（包括英语）的环境，开展双语教学面临特殊的困难，因此，选用合适的教材就成为双语教学成功与否的一个重要问题。

我们认为，双语教学从一开始就应该使用原版的各类学科的教材，而不是由本土教师自编的教材，从而可以避免中国式英语问题，保证语言的原汁原味。

各院校除应执行国家颁布的教学大纲和课程标准外，还应根据双语教学的特点和需要，适当调整教学课时的设置，合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势，中国人民大学出版社同众多国际知名的大出版公司，如麦格劳-希尔出版公司、培生教育出版公司等合作，面向大学本科生层次，遴选了一批国外最优秀的管理类原版教材，涉及专业基础课，人力资源管理、市场营销及国际化管理等专业方向课，并广泛听取有着丰富的双语一线教学经验的教师的建议和意见，对原版教材进行了适当的改编，删减了一些不适合我国国情和不适合教学的内容；另一方面，根据教育部对双语教学教材篇幅合理、定价低的要求，我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头，将目标受众锁定在大学本科生层次。

本套教材尤其突出了以下一些特点：保持英文原版教材的特色。

本套双语教材根据国内教学实际需要，对原书进行了一定的改编，主要是删减了一些不适合教学以及不符合我国国情的内容，但在体系结构和内容特色方面都保持了原版教材的风貌。

专家们的认真改编和审定，使本套教材既保持了学术上的完整性，又贴近中国实际；既方便教师教学，又方便学生理解和掌握。

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内容概要

本书是一本经典的物流学教材，系统地介绍了物流学的核心概念和基本原理。重点探讨了20世纪90年代以来在信息技术飞速发展的背景下出现的许多物流实际问题，突出了供应链管理方面的内容，并深入探讨了国际物流问题。

本书具有以下几个特点：1、内容全面丰富，各部分各章节逻辑关系清楚。

第一部分是全书的基础，第二部分是全书的核心内容，第三部分说明为了确保物流系统的有效运行，应该采取的组织和分析技术以及控制系统。

2、实用性强。

书中除了阐述物流系统的相关概念之外，对运作上的一些细节也进行了介绍，书中介绍的方法可以用来分析、解决我国的物流管理问题。

3、体例规范、图文并茂。

本书非常适合用作本科生、MBA双语教学的教材，也适合企业从业人员阅读参考。

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作者简介

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章节摘录

CASE 2-2 WYOMO GROCERY BUYERS' COOPERATIVE Located in Billings, Montana, the Wyomo Grocery Buyers' Cooperative served the dry grocery and produce needs of about 150 area food stores from Great Falls to Butte in the northwest and from Casper to Cheyenne in the southeast. All dry groceries were shipped out of a 20,000-square-foot warehouse in Billings, built by the co-op in 1968. Produce was handled out of the Billings warehouse and small, rented warehouses in Cheyenne and Great Falls. At these warehouses, the co-op bagged some bulk products, such as potatoes, onions, and oranges, into 5-, 10-, and 20-pound bags carrying the co-op label. The warehouses also stocked items used by the stores, such as butcher paper, cash-register tape, plastic produce bags, and various sizes of brown bags. The co-op had its own fleet of 15 tractors and 19 trailers that operated out of Billings, as well as 6 straight trucks with refrigerated bodies, with 2 each working out of Billings, Cheyenne, and Great Falls. Dry grocery deliveries were made once or twice a week, and produce deliveries were handled separately and were made two or three times a week, depending on each store's volume. Both dry grocery and produce trucks traveled approximately the same routes each week, and goods for both large and small stores were carried aboard the same truck. Stores were responsible for placing orders with the co-op, although a co-op representative would call on a weekly basis, and one of her or his functions was to help some store operators complete their order forms. The co-op was owned by member grocery stores and run by a board of directors elected by the member stores. The directors hired the general manager, Peter Bright. Directors were elected with member stores having at least one vote. Stores with larger sales volumes got more votes, although their additional votes were not proportional to their additional sales. (This was because several years ago smaller stores realized they could lose their power, so they capped the additional votes a larger store could be given.) Goods were being sold to members on the basis of cost to the co-op plus 23 percent to cover warehousing and transportation from the warehouses to the members' retail stores. Each year the co-op's revenues exceeded costs by a small margin; 20 percent of this excess was returned to the members in direct proportion to their purchases from the co-op, and the remainder was considered capital and reinvested in the co-op. The co-op's level of business was not growing. Its members were losing sales to chain food stores and chain discount department stores, which were moving into the region. A continual problem facing the board of directors was the political split between small and large stores belonging to the co-op. Small grocery stores stocked only 1,000 to 2,000 different items or lines of merchandise (stock-keeping units or SKUs) carried by the co-op, whereas larger members needed to carry 6,000 to 8,000 SKUs to compete with the chains. The latter group of co-op members consisted of the more aggressive merchants, most of whom felt that the co-op should forget about its small members and instead help them battle the chains. From time to time they threatened to form their own co-op.

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