

<<物流专业英语>>

图书基本信息

书名：<<物流专业英语>>

13位ISBN编号：9787565502101

10位ISBN编号：7565502103

出版时间：2011-2

出版时间：中国农业大学出版社

作者：仲颖，尹新 主编

页数：181

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>

<<物流专业英语>>

内容概要

本书是“21世纪全国高职高专物流管理系列实用规划教材”之一，共12个单元，内容涉及物流基础知识、供应链管理、库存管理、配送管理、运输、包装、绿色物流、物流单证等方面。本书每个单元均由导入案例、课文、阅读材料和参考译文组成，并设置适当的习题供学生练习巩固知识。

本书取材丰富，表述形式活泼，既有理论方面的内容介绍，又有具体的实践指导。

本书可作为高职高专物流管理专业及相关专业的公共必修课教材，也可作为物流从业人员的参考读物和培训资料。

书籍目录

Chapter 1 Logistics Management Case Study WalMart Wins with Logistics Text A The Definition of Logistics
 Text B The Characters of Modern Logistics Reading Material PG Logistics
 Chapter 2 Supply Chain Management Case Study Beer Game and Bullwhip Effect Text A Introduction to Supply Chain Management
 Text B Developments in Supply Chain Management Reading Material Green Supply Chain Best Practices
 Chapter 3 Transport Management Case Study The Snakes and Ladders Game Text A History of transport
 Text B Transportation Mode Reading Material Transportation Elements
 Chapter 4 Inventory Management Case Study Why does an inventory error affect two periods? Text A Introduction of Inventory
 Text B Principles of Inventory Reading Material 1 Just in time Inventory Management Reading Material 2
 New Trend of Inventory Management
 Chapter 5 Warehouse Management Case Study Public Bonded Warehouse Text A Types of Warehousing
 Text B Warehouse Equipment Reading Material 1 Web Firms Go on Warehouse Building Boom
 Reading Material 2 Crossdocking
 Chapter 6 Packaging Management Case Study EU Funds Nano Packaging Research Text A The Importance of Packaging
 Text B Pay Attention to Packaging Reading Material Bubble Wrap
 Chapter 7 Distribution Management Case Study Distribution Management : Control and Collaboration from Supplier to Customer
 Text A Concept of Distribution Management Text B Distribution Center Text C Physical Distribution
 Reading Material An Integrated System of DC
 Chapter 8 Green logistics . Case Study Green Logistics Text A Green Logistics Text B Reverse Logistics
 Reading Material Green Logistics Critical for Business
 Chapter 9 Integrated Logistics Case Study Integrated Logistic Center Reports Text A Integrated Logistics
 Text B The Integrated Logistics Model Reading Material Integration Meets Resistance
 Chapter 10 Logistics Documents Case Study Electronic delivery of documents
 Text A Letter of Credit Text B Bill of Lading Reading Material Documents in Logistics
 Chapter 11 International Logistics Case Study How Cryovac benefits from working with BDP International
 Text A Concepts of International Logistics Text B The Factors That Influence International Logistics
 Reading Material Logistics Barriers reported by foreign firms
 Chapter 12 Logistics Business Correspondence Case Study Specimen Letter about Claim for Improper Packing
 Text A Introduction to Logistics Business Correspondence Text B Establishing Business Relations
 Reading Material Response to the Complaints and Claims
 参考文献

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>