

<<物流英语>>

图书基本信息

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内容概要

《新基点全国高职高专院校商务英语系列规划教材：物流英语》贯彻了高职教育“工学结合，项目为中心，案例驱动教学，边讲边练”为核心理念，着眼于提高学生分析解决问题的能力。全书共分18个单元，第1单元介绍了现代物流学的起源、定义、组成部分，以及演变发展成为供应链管理的过程。

第2单元则从物流支持的角度重新诠释了客户服务，赋予其具体的量化的内涵。

第3到15单元系统介绍了物流和供应链管理的具体内容，包括采购和定单管理、JIT适时原则、仓储和配送中心、库存、包装、运输、成本管理、第三方物流、相关信息系统。

中间穿插的第7、10、15单元为模拟训练，既贴合物流理论，又有一定的趣味性和挑战性，在寓教于乐中激发学生对物流概念的思考。

第16单元简要介绍了网络零售业中的物流管理以及其未来发展趋势。

第17、18单元分别介绍了物流管理中的两个新兴概念：反向物流和绿色物流。

书籍目录

- Unit 1 An Introduction to Logistics and Supply Chain
- Unit 2 Customer Service and Logistics
- Unit 3 Purchasing and Supplier Management
- Unit 4 JIT and Lean Production
- Unit 5 Warehousing Management
- Unit 6 Inventory Control
- Unit 7 Logistics Simulation:The Beer Game
- Unit 8 Packaging and Logistics
- Unit 9 Transportation
- Unit 10 Logistics Simulation:Milk-run Delivery
- Unit 11 Logistics Costs Management
- Unit 12 Third Party Logistics and Fourth Party Logistics
- Unit 13 Global Logistics
- Unit 14 Logistics Information Systems and E-commerce
- Unit 15 Logistics Simulation:A Simplified ERP Run
- Unit 16 Logistics and E-retailing
- Unit 17 Reverse Logistics
- Unit 18 Green Logistics

章节摘录

5) Supplier Partnership Supplier partnership is the long-term strategic partnership formulated through long-term cooperation between customers and suppliers. This relationship means both parties have common targets, and have to fight as one, thus they will optimize cooperation continuously for long-term cooperation. The most representative activity is that the supplier takes the initiative to participate in the product or business development of the customer, and the customer relies on the advantages brought by suppliers to enhance its competitiveness of product.

2. Establishing Partnership with a Supplier Supplier partnership is the highest level of collaboration between customers and their suppliers. It can be defined as a long-term collaboration between two parties based on mutual trust. Both parties work together towards a common and definite goal. Implementing a successful supplier partnership requires a high level of coordination and mutual trust between the two parties. It also requires both parties to share information, risks and technological innovations. Meanwhile, high-level leaders should render full support to it. The first step in establishing a supplier partnership is to receive support and commitment from high level management team of the company who should encourage purchasing department to establish supplier partnerships first, and then routine jobs can be done more rewardingly. To establish a supplier partnership should take the following procedures: First, the purchasing department should be able to analyze and classify products with related departments based on supply market research, and then refer to the customer positioning maps, formulate a supplier classification and choose its partners according to the predetermined requirements for its partnership suppliers. Next, according to its requirements for supplier partnership, the purchasing department should clarify specific objectives and evaluation indicator, and make plans in order to reach its goals. Related departments within the company should also contribute to these plans, and reach a consensus. Meanwhile, these plans and objectives should be accepted by suppliers, and signed by the representatives of both parties.

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