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<<物流英语>>

图书基本信息

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前言

与物流相关的专业知识、理论基础和信息资料，乃至物流实践活动都具有较强的国际性，因此，物流专业学生必须具有良好的英语阅读、英语写作和英语表达能力，应该把物流英语列入物流专业学生的必修课程。

同时，通过物流英语学习，可以加强学生对物流基本理论、物流相关概念的理解与认识，提高学生在将来物流实践中英语交流的技能。

本教材涉及物流概念、供应链管理、物流运输、第三方物流、零售供应链、连锁店、配送中心、多式联运、采购管理、物流信息管理、客户服务、包装与条码识别等。

附录A为国际物流单证样本，附录B为缩略语中英文注解。

考虑到多数学校物流英语课程按48学时设置，据此，本教材共分12章，教学过程中以4学时1章为宜。

基本课文（Text）与对话（Role. Play）均分为上下两部分，课文后有生词和短语注解（New Words and Phrases）。

案例研究（Case-Study）部分供学生课外阅读，或者作为教师补充讲解的内容。

每章后均有测试练习题，作为学生课外作业的内容，也可供课堂测验使用。

在第3章关于运输（Transportation）的内容里，增加了对真空管道运输（Evacuated Tube Transportation，ETT）的介绍，一方面，旨在让学生了解物流与交通运输领域里最前沿的技术；另一方面，借此一角传达真空管道运输理念，以推动其发展和早日实现。

四川师范大学文理学院外语系美国籍外教Gene Richards先生对书稿进行了认真细致的修改，在此表示由衷的感谢和敬意。

感谢思源学院光昕，西安翻译学院柯大钢、武汉生，西安职业技术学院任建昌，西安外事学院邸岚、张旭起，西京学院闫纯苏、王海元，他们对本教材的编写给予了热情关注与大力支持。

由于水平所限，书中错误与疏漏在所难免，敬请批评与指正。

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内容概要

《物流英语》是物流专业学生的一门必修课程，旨在培养学生在物流实践中的英语交流技能。
本书共12章，主要内容有物流概念、供应链管理、物流运输、第三方物流、零售供应链、连锁超市、配送中心、多式联运、采购管理、物流信息管理、客户服务、包装与条码识别。
本书适合作为高职高专类物流专业学生的专业英语或双语教学教材，也可作为市场营销、国际贸易等专业学生的教材。

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章节摘录

Supply Chain Management: a System perspective Supply Chain Management （SCM） is a business system ofenterprise strategies, business processes and informationtechnologies for improving the planning, execution and collaborationof material flows, information flows, financial flows andworkforce flows in the supply chain. SCM is supported bymodular software applications that integrate activities acrossorganizations, from demand forecasting, product planning, partspurchasing, inventory control, manufacturing, and productassembly to product distribution. A System of Supply Chain Management SCM is a social or soft system which has goals, components,processes and a boundary. Goals of SCM are to reduce inventory cost, to increasesales, to improve the coordination and the collaboration Withsuppliers, manufacturers and distributors.

Components of SCM System The components of a supplychain system consist of supply chain software and hardware,supply chain business processes and users of SCM system. SCM Software and Hardware The core of an SCM system isSCM software. Supply chain software is a module-basedapplication. Each software module automates business activitiesof a functional area in the supply chain. UNIX is the most common operating system for running SCM software. Business Processes Business processes of SCM include supply chain planning, execution and collaboration and operational control. Users The users of SCM systems are supply chain participants at all levels. Boundary of the SCM Systems The boundary of a SCM system is the boundary of extended enterprise which includes the company, suppliers, partners, distributors and customers.

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