

<<管理实务英语>>

图书基本信息

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前言

在供应链网络全球化的大背景下，越来越多的国内企业参与到国际竞争中来，国际化经营成为每个中国企业面临的挑战。

另一方面，随着供应链管理思想的逐渐渗入，企业与企业的竞争已经发展成为供应链与供应链之间的角逐与较量，企业经营管理中的营销模式和财务运作不可避免地被带上供应链整体战略思维的烙印，同时供应链中的物流、财流与信息流等伴随着营销活动而流动，互相依存。

因此，本书的编者通过梳理供应链物流管理、财务管理与国际市场营销的实务知识，努力将其放在一个主体框架中来通过英语语言进行阐述与探讨。

随着21世纪国际商贸流通领域的加速发展，当代大学生也越来越重视在学习专业知识的同时，运用国际上通用的英语语言思考、工作、交流的实际能力。

本书同时也是为了解决适应独立学院教学要求的企业管理学科中企业营销管理方向、企业供应链物流管理方向以及企业财务管理方向的相关本科专业在教学实践中缺乏合适的专业英语教材而编写的，也可以供相关专业技术人员阅读参考。

本书在编著过程中参阅了大量国际上主流的专业教材和相关文献，本书中选用的文字均根据国情和国内学生的实际阅读水平作了适当的改编。

本书的财务管理部分及会计与财务常见词汇由唐惠贤编写，其余由汪浩编写并完成统稿。

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内容概要

伴随21世纪经济全球化和国际商贸流通领域的加速发展，国际化经营成为每个中国企业面临的挑战。当代大学生在进行专业知识学习的同时，运用国际上的通用语言——英语进行思考、工作、交流的能力也越来越受到重视。

本书帮助读者在英语学习的过程中，理解企业管理的实际业务操作中物流与供应链、市场营销以及金融财务等方面的常用概念和操作实务，有效地达到专业外语的学习目的。

本书可以作为营销管理、供应链物流管理以及财务管理等相关本科教学的专业英语教材，也可以为相关专业技术人员阅读参考。

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章节摘录

Imagine a society in which every individual is totally self-sufficient , each individual would produce and consume all of the products and services necessary for survival so there would be no need for any economic activity related to the exchange of goods and services between individuals. No such society can be found today. In reality , as individuals begin to specialize in the production of specific goods or services , a mechanism must arise for the exchange of those goods and services to satisfy the consumption needs of individuals. To do so efficiently and effectively , firms must overcome three discrepancies- discrepancy in space , discrepancy in time , discrepancy in quantity and assortment. Discrepancy in space refers to the fact that the location of production activities and the location of consumption are seldom the same. Consider , for example , the household furniture industry. Most household furniture in the United States is manufactured in a small geographic area in North Carolina and a great deal of office furniture is manufactured in western Michigan. Yet , where is furniture demanded ?

All over the United States !

This difference between the location of production and the location of consumption is a fundamental problem that must be overcome to accomplish exchange. Discrepancy in time refers to the difference in timing between production and consumption. Some products , agricultural commodities for example , are produced during short time periods but are demanded by customers continuously. On the other hand , many products are manufactured in anticipation of future customer demand. Since manufacturing often does not occur at the same time products are demanded , inventory and warehousing are required. The specific manner in which this discrepancy is overcome results in the service output related to waiting time. It should be noted here that much of the discussion in this text is devoted to the challenges firms face in more closely matching the rate of production with market consumption.

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