

<<物流英语>>

图书基本信息

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内容概要

本书理论简练，内容实例新颖。
共计包括物流公司、客户服务、采购、包装、仓储、配送、运输和集装箱八章。
本书把物流过程中的各种活动以英语听、说、读、写、译的形式进行编写。
每章把相关主题的基础理论以英语的精听形式来强化训练，以学生能完全听懂专业词汇为目标。
精心设计了与物流活动有关的两个情景，让学生展开对话，就简单实用的功能句替换和同桌对练，重视学生口语的训练。
写作部分除了翻译物流信函外，侧重选出一些物流单证的样式和简单的制作，让学生熟悉。
阅读内容部分是物流公司的个案学习和探讨，鼓励学生运用所学的知识来阐述自己的观点。

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