

<<物流管理英语教程>>

图书基本信息

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前言

新世纪已经过去十年，全球经济一体化的进程更加深入广泛。为了适应国际国内的需要，我国的英语教学面临着新的更高的要求。高校的专业英语教学尤其肩负着突出的重要责任。

编写这本《物流管理英语教程》正是为了适应新形势下的新需求，同时也使得本系列教材更加完善。

为了尽可能满足学校与社会的需要，同时适应我国高校在校生的实际状况，我们在编写教材中注意了以下几个要点： 1.选材新。

本书中百分之八十的内容选自最新出版的英文原版著作。

2.选材全面。

在准确界定物流管理的基础上，对物流管理的方方面面做了有侧重的描述介绍。

其中涉及人员场地的选择、物流流程的设计、准时制、条形码扫描、库存管理、电子信息沟通、精细供应链，以及国际货运管理。

3.内容丰富。

有理论，有实例；有成功，有教训。

每单元有正课文一篇，副课文一篇。以利于学生既能严谨细致地学习，又能有充足的材料浏览，拓宽视野。

4.练习类型多样，形式活泼。

听、说、填、选、翻译、写作，难易兼顾。

可根据不同情况选择使用，帮助学生掌握并巩固所学内容。

5.水平适中。

深入浅出。

避免了晦涩艰深。

本书重点不是放在加强学生钻研高深理论的能力上，而是帮助学生建立坚实的物流管理专业基础，并掌握用英语表达专业内容的技能。

本书是人大外语学院和人大商学院的合作成果。

本书主编张初愚，1990年留学英国，获得MBA学位。

自1996年回国后，一直担任人民大学工商学院专业英语教学任务，同时讲授企业战略管理课程。

张初愚在教学过程中潜心钻研，开创了“群谈英语”教学法，帮助学生提高英语口语表达能力、专业英语表达能力，获得人民大学2000年优秀教学成果奖。

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内容概要

《物流管理英语教程》中百分之八十的内容选自最新出版的英文原版著作。在准确界定物流管理的基础上，对物流管理的方方面面做了有侧重的描述介绍。其中涉及人员场地的选择、物流流程的设计、准时制、条形码扫描、库存管理、电子信息沟通、精细供应链，以及国际货运管理。

有理论，有实例；有成功，有教训。
每单元有正课文一篇，副课文一篇，以利于学生既能严谨细致地学习，又能有充足的材料浏览，拓宽视野。

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Many of the logistical techniques learned during World War II were temporarily ignored during the postwar surge in economic activity. Marketing managers turned their attention to filling the postwar demand for goods. It was not until the recessions of the 1950s that managers started to examine their physical distribution networks. In 1958, the recession and profit squeeze created an environment in which business began searching for more effective cost-control systems. Almost simultaneously, many firms realized that physical distribution and logistics were activities whose cost had neither been carefully studied nor coordinated. A number of other trends were becoming apparent, and they made it necessary to focus attention on product distribution. Eight trends can be identified. First, transportation costs rose rapidly. Traditional methods of distribution had become more expensive, and management became aware of the need to control these costs better. In the 1970s, these factors became more critical, with fuel prices soaring and spot shortages of fuel occurring. Transportation could no longer be considered as a stable factor in the business planners' equations. Higher-level management had to become involved in transportation-related aspects of logistics at both the operating and policy levels because of the many new decisions that had to be made to adapt to the rapid changes in all areas of transport. Starting in the late 1970s, deregulation of common-carrier transportation changed many of the long-established "rules of the game" that had governed shippers' use of transportation. Many new operating- and policy-level decisions had to be made by the users of transport in order to take advantage of the new laws. Second, production efficiency was reaching a peak. It was becoming very difficult to generate significant additional cost savings because the "fat" had been taken out of production. Physical distribution and logistics, however, were relatively untouched from an efficiency perspective. Third, there was a fundamental change in inventory philosophy. At one time, retailers held approximately half of the finished product inventory, and wholesalers and manufacturers held the other half. Beginning in the 1950s, more sophisticated inventory-control techniques, especially in the grocery business, reduced total amounts of inventory and changed the proportions to only 10 percent held by retailers and 90 percent by distributors and manufacturers.

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