

<<物流专业实用英语>>

图书基本信息

书名：<<物流专业实用英语>>

13位ISBN编号：9787560956657

10位ISBN编号：7560956653

出版时间：2009-10

出版单位：华中科技大学出版社

作者：刘浩 编

页数：196

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## 前言

世界职业教育发展的经验和我国职业教育发展的历程都表明,职业教育是提高国家核心竞争力的要素。

职业教育的重要作用 and 地位,主要体现在两个方面:其一,职业教育承载着满足社会需求的重任,是培养为社会直接创造价值的高素质劳动者和专门人才的教育。

职业教育既是经济发展的需要,又是促进就业的需要。

其二,职业教育还承载着满足个性需求的重任,是促进以形象思维为主的具有另类智力特点的青少年成才的教育。

因此,职业教育既是保证教育公平的需要,又是教育协调发展的需要。

这意味着,职业教育不仅有着自己的特定目标——满足社会经济发展的人才需求以及与之相关的就业需求,而且有着自己的特殊规律——促进不同智力群体的个性发展以及与之相关的智力开发。

长期以来,由于我们对职业教育作为一种类型教育的规律缺乏深刻的认识,加之学校职业教育又占据绝对主体地位,因此职业教育与经济、与企业联系不紧,导致职业教育的办学未能冲破“供给驱动”的束缚;由于与职业实践结合不紧密,职业教育的教学也未能跳出学科体系的框架,所培养的职业人才,其职业技能的专深不够,职业工作的能力不强,与行业、企业的实际需求以及我国经济发展的需要相距甚远。

实际上,这也不利于个人通过职业这个载体实现自身所应有的生涯发展。

因此,要遵循职业教育的规律,强调校企合作、工学结合,在“做中学”,在“学中做”,就必须进行教学改革。

职业教育教学应遵循“行动导向”的教学原则,强调“为了行动而学习”、“通过行动来学习”和“行动就是学习”的教育理念,让学生在由实践情境构成的以过程逻辑为中心的行动体系中获取过程性知识,去解决“怎么做”(经验)和“怎么做更好”(策略)的问题,而不是在由专业学科构成的以架构逻辑为中心的学科体系中去追求陈述性知识,只解决“是什么”(事实、概念等)和“为什么”(原理、规律等)的问题。

由此,作为教学改革核心的课程,就成为职业教育教学改革成功与否的关键。

当前,在学习和借鉴国内外职业教育课程改革成功经验的基础之上,工作过程导向的课程开发思想已逐渐为职业教育战线所认同。

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### 内容概要

《物流专业实用英语》由10个单元组成，大致构成了明晰的物流专业体系，基本涵盖了国际物流专业方面的代表性内容。

每个单元有听力、阅读、口语、写作四部分，所有内容均围绕本单元的主题编排，内容突出案例、时代性，在主题内容之前，有关于本单元主题的简要介绍，强调概念性内容。

所有练习形式均以全国高等学校英语应用能力考试题型为模板，有利于专业英语和等级考试的学习。本教材提供全部练习题的参考答案和所有课文的参考译文，方便学生自学。

## 书籍目录

Unit One Introduction to logistics Background Part One Listening Part Two Reading Text A Wal-Mart's density strategy for logistics Text B Definition of logistics and supply chain management (SCM) Related reading Introduction of Wal-Mart Part Three Speaking Part Four Writing Unit Two Distribution Background Part One Listening Part Two Reading Text A AESCO's order processing model Text B Distribution industry under the financial crisis Related reading AESCO's business model Part Three Speaking Part Four Writing Unit Three Transportation Background Part One Listening Part Two Reading Text A Alberta coalmines Text B Transportation Related reading Choice of ownership Part Three Speaking Part Four Writing Unit Four Supply Chain Management Background Part One Listening Part Two Reading Text A Supply Chain Management in action Dell Inc. Text B Supply Chain Management at Dream Beauty Company Related reading Why is Supply Chain Management important? Part Three Speaking Part Four Writing Unit Five Warehouse management Background Part One Listening Part Two Reading Text A New Age & Beyond's warehouse manage problem and solution Text B The Warehouse-Centric Approach Related reading Warehouse Part Three Speaking Part Four Writing Unit Six Packaging Background Part One Listening Part Two Reading Text A ABC, Inc. Text B The use of Loadhog's waste free packaging by automated components Related reading Purpose of packaging Part Three Speaking Part Four Writing Unit Seven Logistics information management Background Part One Listening Part Two Reading Text A Why IT has become central to logistics and supply chain strategy Text B Visible supply chain Related reading Function of the logistics information systems Part Three Speaking Part Four Writing Unit Eight Logistic decision-making Background Part One Listening Part Two Reading Text A Sony Ericsson: leadership through total supply chain Text B Industry-Based Outlook on Supply Chain and Logistics Outsourcing Related reading AMR. How Safe Is Your Food Supply Chain? Part Three Speaking Part Four Writing Unit Nine Materials Management Background Part One Listening Part Two Reading Text A Introduction to Materials Management Text B Just in Time and Total Quality management Related reading Flexible production Part Three Speaking Part Four Writing Unit Ten New Technology in Logistics Background Part One Listening Part Two Reading Text A DHL tests new development in Express delivery Text B Improved gatekeeping technology. RFID Related reading Gatekeeping Technology Part Three Speaking Part Four Writing Tapescript 参考答案 参考文献

## 章节摘录

The salesperson priced the product based on AESCO's purchase price and the importance of the customer. Margins varied from 15% to 30% depending on type and size of customer; the sales department had guidelines on the appropriate markup but discretion on the exact amount. Then, the salesperson would call the customer back with a price and delivery quote. Once the order was finalized, the delivery schedule and payment terms were set up and the inventory position was modified to reflect the new order. The delivery schedule was then transmitted to the shipping department. Getting back quickly to customer inquiries was critical to expanding business. Most industrial buyers were squeezed for time and wanted to spend less time generating purchase orders and soliciting multiple bids from vendors. Buyers at most companies are looking for someone who will turn their work around quickly. They are not necessarily looking for the lowest price. AESCO usually was unable to fill a customer's entire order from inventory. Most customers expected immediate delivery of only a small part of their order, provided the rest of their request could be confirmed and scheduled right away. Thus, AESCO carried inventory only to satisfy those portions of the order that were needed immediately. Because of limited inventory, AESCO had to anticipate customer orders. "Our skill comes from reading the customer's mind," said a manager. AESCO kept very detailed records of customer usage history, which enabled them to predict customer demand. It relied on sophisticated computer models to predict demand, but this was a challenging task given by the product variety dealt with; e.g., a catalog from a single capacitor manufacturer might run into hundreds of pages with a range of different models. Investment in computers and technology amounted to 1% of sales, and would be continuously increased.

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