

<<现代物流英语>>

图书基本信息

书名：<<现代物流英语>>

13位ISBN编号：9787562926900

10位ISBN编号：7562926905

出版时间：2008-8

出版时间：武汉理工大学出版社

作者：蒋清泉 主编

页数：284

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<现代物流英语>>

内容概要

本书是“高等职业教育现代物流规划教材”之一。

全书主要内容包括物流概述、客户关系管理、运输工程、仓储管理、配送、包装及包装技术、采购管理、供应链管理、信息技术、质量管理和物流的发展趋势，大致构成一个体系明晰的物流专业教材框架。

每个章节均取材于近几年国内外通行的专业教材和相关专业研究资料，涵盖了当今国际物流专业方面的代表性内容。

本书既可以作为物流管理和运输管理的专业英语教材，也可供相关人员参考。

书籍目录

1 An Introduction to Logistics 1.1 The History and Evolution of Logistics 1.2 Definition of Logistics: Elements of Logistics 1.3 The Logistics of Business is Big and Important Case 1 IBS Logistics

2 Customer Accommodation 2.1 Customer-focused Marketing and Customer Service 2.2 Customer Satisfaction 2.3 Customer Accommodation and Customer Retention 2.4 Setting Customer Accommodation Priorities Case 2 Batman: Adding Value Through Customer Accommodation

3 Transportation 3.1 Road Transportation 3.2 Rail Transportation 3.3 Maritime Transportation 3.4 Air Transportation 3.5 Pipelines

4 Warehousing 4.1 Overview 4.2 Warehouse Operations 4.3 Warehouse Planning Case 4 Modern Warehouse Handling

5 Distribution Center 5.1 Introductions to Distribution Centre 5.2 The Function of Distribution Centre 5.3 Distribution Centre Design Case 5 Cases of Distribution Center's Function

6 Packaging 6.1 Packaging Materials 6.2 Packaging Technology 6.3 Packaging Innovation Case 6 Present Conditions and Development Tendency of China Carton Industry

7 Inventory Management 7.1 Inventory Types 7.2 Inventory Carrying Cost 7.3 Economic Order Quantity 7.4 Managing Uncertainty Case 7 The Smog Co. Production System

8 Purchasing Management 8.1 Why Purchasing is Important 8.2 Purchasing Strategies 8.3 Why Sourcing Worldwide Case 8 The Global Sourcing Wire Harness Decision

9 Supply Chain Management 9.1 The Definition of SCM 9.2 Supply Chain Operations Reference Model 9.3 The Principles in the New Supply Chain Environment Case 9 Dell A Global Leader in Business Excellence

10 Information Technology 10.1 Role of Information Technology in Supply Chain Management 10.2 An introduction to ERP 10.3 Commonly Used Communication Systems Case 10 Eric Scott Limited

11 Quality Management 11.1 Defining Quality 11.2 Quality Improvement Methods 11.3 Defining Quality in Terms of Customer Requirements 11.4 Web Links -- General Resources on Quality Case 11 Armstrong Building Products Operations

12 Logistics Changes and Trends 12.1 Logistics Changes in the Next Decade 12.2 Adversarial to Collaborative Relationships 12.3 Functional to Process Integration 12.4 Information Hoarding to Sharing 12.5 Training to Knowledge-based Learning Case 12 Volkswagen Brazil

Appendix 1 中华人民共和国国家标准物流术语
Appendix 2 Logistics Documentation Samples
Appendix 3 Selected Bibliographies

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>