

<<物流货代英语>>

图书基本信息

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作者：景平 主编，王芳良，罗敏副 主编

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### 内容概要

本教材将物流与货代融合在一起，并充分突出实践性强的业务内容。

在第一部分物流英语中，通过案例分析的材料，在介绍基本专业词汇和句型的同时让学生对物流运作更加了解；而在货代英语的部分中，首先介绍了货代从业人员必须具备的基本理论知识，并在此基础上介绍了货代业务中操作性很强的询价、报价、日常业务沟通函电写作、货代协议撰写等内容，在每章后面编写了习题供读者反复练习，并在本书的末尾为部分习题提供了参考答案。

同时，为了便于读者学习，在书后列了一些货代业务常用的缩写和专有名词，以备读者查阅和参考。

书籍目录

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## 章节摘录

For any company that produces or distributes a product to the market , their distribution network is the lifeline via which their products are delivered. As a comparison , the distribution network can be likened to the body ' S circulatory system. Our bodies require oxygen to survive , just as our customers require our products to maintain their business. To transport the oxygen the body has blood ; the distribution network has trucks , trains and boats. So if distribution networks are so essential to keeping businesses alive , why do so many companies neglect them ?

These networks are often outdated , inefficient and not cost-effective. To change the network requires detailed analysis , research , planning , and some setup costs. The task is not easy ; but , if we were experiencing similar physical problems , we would not take years to visit the doctor. If we did , simple curable illnesses may turn out to be much more serious ' and possibly grave. So what drives companies to examine and change their distribution networks ?

Many companies realize that inadequate distribution networks result in inefficient methods of storing and shipping their products. Improving their distribution networks can be an opportunity to reduce costs , while at the same time improve service.

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