

<<物流基础英语>>

图书基本信息

书名：<<物流基础英语>>

13位ISBN编号：9787504743510

10位ISBN编号：7504743518

出版时间：2012-9

出版时间：中国财富出版社

作者：丛悦，许彤 主编

页数：160

字数：194000

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>

<<物流基础英语>>

内容概要

本书共分为十个模块，具体包括市场部、运输部、包装部、仓储部、配送部、信息部、客服与公关部、综合部等各部门主要工作职责和任务。每个模块分为精读课文、物流对话、写作实例、泛读课文；课后配有相关的单词、重点讲解以及课后练习和参考答案，供读者进行巩固练习。

书籍目录

CONTENTS

Preface

Unit one Logistics Company

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Two Demand Forecasting and Market Development

Marketing Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Three Transportation & Transportation

Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Four Packaging Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Five Storage Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Six Distribution Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Seven Information Division

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Eight Customer Service

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Nine Supply Chain Management

<<物流基础英语>>

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Unit Ten Business Process

Item 1 Reading Time

Item 2 Talking Face to Face

Item 3 Trying Your Hand

Item 4 Relaxing Time

Reference Answers

New Words and Expressions

References

章节摘录

Supply chain management software includes tools or modules used to execute supply chain transactions, manage supplier relationships and control associated business processes. Supply chain event management (abbreviated as SCEM) is a consideration of all possible events and factors that can disrupt a supply chain. With SCEM possible scenarios can be created and solutions devised. Organizations increasingly find that they must rely on effective supply chains, or networks, to compete in the global market and networked economy.

In Peter Drucker's (1998) new management paradigms, this concept of business relationships extends beyond traditional enterprise boundaries and seeks to organize entire business processes throughout a value chain of multiple companies. During the past decades, globalization, outsourcing and information technology have enabled many organizations, such as Dell and Hewlett Packard, to successfully operate solid collaborative supply networks in which each specialized business partner focuses on only a few key strategic activities (Scott, 1993). This inter-organizational supply network can be acknowledged as a new form of organization. However, with the complicated interactions among the players, the network structure fits neither "market" nor "hierarchy" categories (Powell, 1990). It is not clear what kind of performance impacts different supply network structures. From a systems perspective, a complex network structure can be decomposed into individual component firms (Zhang and Dilts, 2004). Traditionally, companies in a supply network concentrate on the inputs and outputs of the processes, with little concern for the internal management working of other individual players. Therefore, the choice of an internal management control structure is known to impact local firm performance. In the 21st century, changes in the business environment have contributed to the development of supply chain networks. First, as an outcome of globalization and the proliferation of multinational companies, joint ventures, strategic alliances and business partnerships, significant success factors were identified, complementing the earlier "Just-in-Time", "Lean Manufacturing" and "Agile Manufacturing" practices.

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>