

<<物流英语>>

图书基本信息

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## <<物流英语>>

### 前言

本书特为高校物流专业学生在学完两年大学英语后进一步学习英语而设计、编写。全书共10个单元。包括了物流的各个主要环节，既有理论，又有实践。每个单元有两篇课文和两篇对话。各篇课文和对话均附有听力练习和大量的语法练习和与物流相关的英语练习。内容互动、难点分散、形式活泼。本书亦可供大学本科物流专业的学生和从事物流业务的在职人员使用。

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### 内容概要

《物流英语》特为高校物流专业学生在学完两年大学英语后进一步学习英语而设计、编写。全书共10个单元。

包括了物流的各个主要环节，既有理论，又有实践。

每个单元有两篇课文和两篇对话。

各篇课文和对话均附有听力练习和大量的语法练习和与物流相关的英语练习。

内容互动、难点分散、形式活泼。

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## 章节摘录

required products and services to be provided by a network of independent suppliers. The key to effective marketing was finally found by developing a strong network of independent dealers. As time passed, Ford discovered that specialized firms could perform most essential work as well as or better than his own bureaucracy. In fact, these specialists often outperformed Fords own units with respect to quality and cost. Entrepreneurial firms soon became contributors to Fords network. Over time, the Ford strategy shifted from ownership-based control to one of orchestrating channel relationships. The financial resources at Ford were shifted to developing and maintaining core manufacturing competencies. Ford found out that in the final analysis, no firm can be self sufficient. In the later part of the 20th century, Ford Motor Company began to rely on specialist logistics companies for logistics service. Ford Fleet, for example, has been outsourcing its logistics from Exel, a world class leader in supply chain solutions, since 1986, as Ford Fleet found its transport cost was rising while profit diminished. The problem with Ford at that time was that it had come under increasing pressure from industry over-capacity and heightened consumer awareness. Fords purpose was to cut costs from the global supplier base, while expanding its role as a consumer organization. With Exels support, Ford has realized significant benefits throughout its corporate sales division. This has included a 19% reduction in transportation costs over a period of four years. Proactive fleet management has produced a six-figure saving and has increased the overall utilization and therefore the in- service potential of the demonstration fleet. Equipping drivers with mobile phones has led to a reduction in aborted journeys from 7% to 2%. This produces a saving in terms of driver time and delivered miles on the vehicle. The financial savings for Ford from the efficiency actions taken by Exel have been complemented by an increase in the service levels to Fords customers. Exel is continuously improving the service offering through constant evaluation, development and innovation.

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