

<<物流英语>>

图书基本信息

书名：<<物流英语>>

13位ISBN编号：9787504721006

10位ISBN编号：750472100X

出版时间：2004-1-1

出版时间：第1版(2004年1月1日)

作者：白世贞

页数：345

字数：400000

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>

<<物流英语>>

内容概要

本书选题涉及物流概论、物流规划、采购与库存决策、运输决策、订单处理与信息系统等相关内容。本书共分七部分，每部分由不同数量的章节组成，包括精读课文、单词与专业术语、问答题和阅读材料。

本书适用对象为已学完基础英语的物流管理专业普通高等院校的学生，也可作为从事物流管理专业人员进一步提高专业英语阅读能力的参考。

书籍目录

Part 1 General Review of logistics Chapter 1 Introduction to logistics Introduction Definintons Elements of logistics Importance of logistics Summary Chapter 2 Intergraded logistics and the supply china Introduction The total logistics concept Planning for logistics Integrated systems Logistics and supply chain management Compleitive advantage through logistics Summary Chapter 3 Customer service and logistics Introduction The components of customer service Customer service policy Levels of customer service Measuring customer serivce Summary Chapter 4 Key issues and challenges for logistics Introduction The external environment Supply Distribution Retailing The consumer SummaryPart 2 Planning for logistics Chaoter 5 Planning framework for logistics Chapter 6 Logistics processes Chapter 7 Planning physical distribution Chapter 8 Logistics management and organization Chapter 9 Hdistribution:tactical and operational techniques Chapter 10 Manufacturing and materials managementPart 3 Procurement and inventory strategiesPart 4 Warehousing and storagePart 5 Transport strategyPart 6 Order processing and information systemsPart 7 Associated factors

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>