

<<物流基础英语>>

图书基本信息

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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。

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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.

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