

<<现代物流与供应链管理概论>>

图书基本信息

书名：<<现代物流与供应链管理概论>>

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前言

The Chinese proverb "May you live in interesting times" has special meaning for managers working in major corporations around the world. Constant change, propelled by information technologies, is making the job of managers increasingly difficult. Product life cycles are getting shorter ; barriers to entry are falling~ globalization is changing the entire competitive landscape in certain industries. At the same time, there is constant pressure on management from stakeholders to deliver increasing value-financial quarter after quartet. Mergers and acquisitions and corporate divestitures are changing the way firms work——internally, with their suppliers, and with their customers. As the window of opportunity to realize the benefits from an innovative product or concept gets smaller and smaller, a firms competitive agility has become critical. Given this turbulent environment, some management gurus question the need for long-term strategy and recommend planning for uncertainty instead. Many firms have already developed a vision of how to transform their businesses so that they can function in the electronic business arena. Unfortunately, translating the visions to actionable plans is a difficult proposition. Based on the infrastructure provided by Internet technologies, we believe that there are fundamental changes occurring in the way firms design, assemble, deliver, and support products and services. However, this is a process of evolution, not revolution. The book presents a framework with which managers can help transit their firm and its supporting supply chain to pursue strategic business objectives while retaining competitive agility. Our approach to the Web-based technological evolution is based on sound economic and management principles that have been proven over time. We present a framework that enables managers to identify areas of value within the firm and across the supply chain that can be mined using Internet technologies. The opportunities highlighted in this book existed even before the advent of Internet technologies.

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### 内容概要

要搞好经济管理类专业的双语教学工作，必须要有相应的英文教材。

而我们对十余所教育部门所属院校的调研表明，经济管理类专业的原版教材与我国的教学大纲及教学体系差异较大，而且普遍存在着厚，难，贵等问题，不太适合我国高校的教学状况。

此外，我国大学生现阶段的英语水平还不足以很好地理解英文原版教材的体系和内容，故英文原版教材现在还不可能在我国一般的高等院校大面积的推广。

许多高等院校的经济管理类专业，在开展双语教学的试点工作中，除了采用少量英文原版教材之外，还编写了部分英文讲义，经过适用后有的已经出版。

但迄今为止，各高校出版的零星英文教材，大多还没有形成系列，远远不能满足日益发展的双语教学需要。

为此，武汉理工大学出版社经过广泛深入地调研，决定组织编写一套面向全国普通高等院校经济管理类专业双语教学的系列教材。

首期五种教材已于2005年秋季正式出版发行。

这套教材主要适用于高等院校经济管理类专业的本科生，研究生和MBA学生。

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